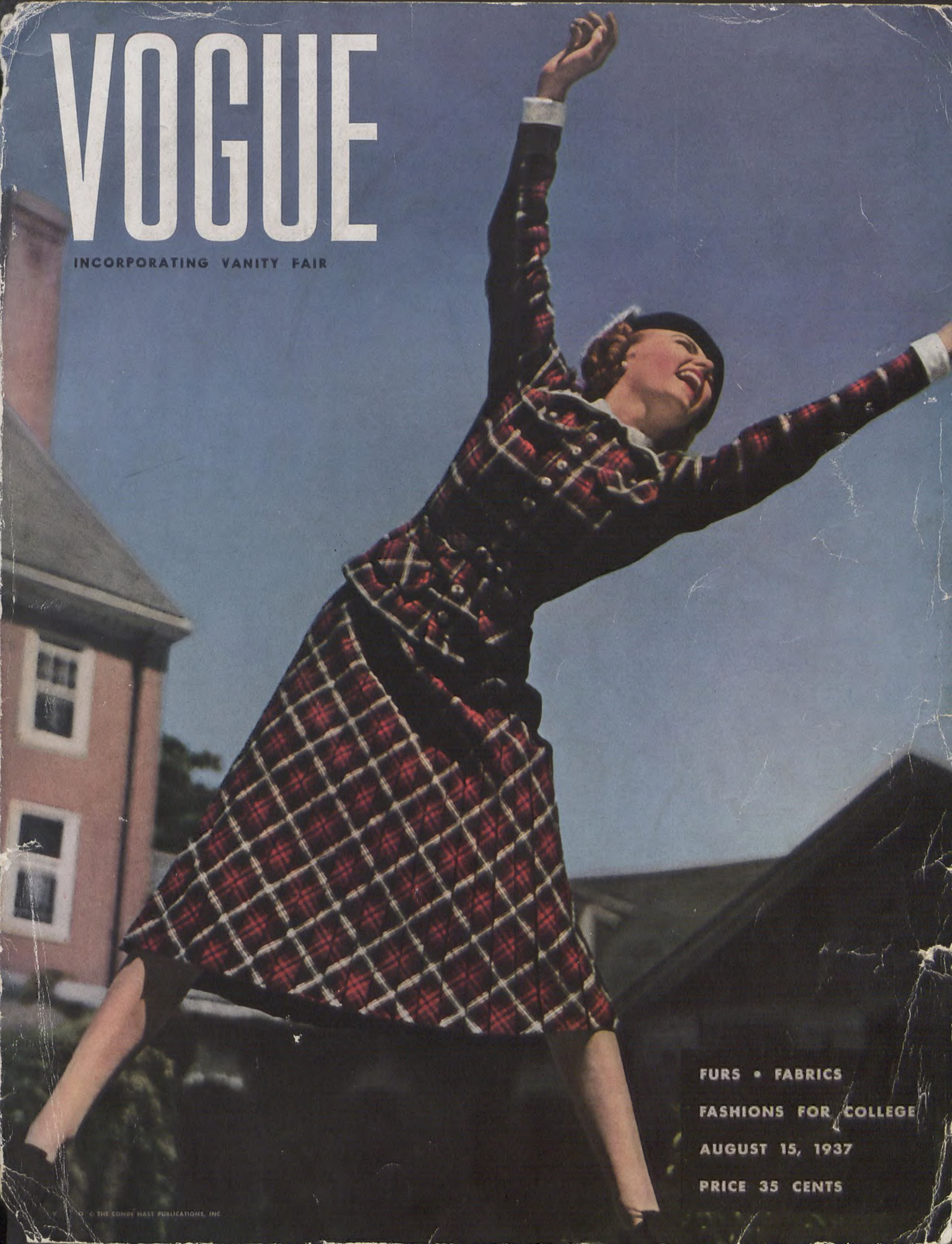


VOGUE

INCORPORATING VANITY FAIR



FURS • FABRICS

FASHIONS FOR COLLEGE

AUGUST 15, 1937

PRICE 35 CENTS



HAT BY LILLY DACHÉ


La Comtesse de Beaumont
 IN
BLACK CARACUL
 HOLLANDER-DYED
for lasting loveliness

La Comtesse Edita Stuart de Beaumont

of New York, Paris, and Orleans, whose title is one of the oldest in France, finds this Hollander-dyed Caracul coat both lovely and flattering. Silken soft, light and pliable—it falls easily into slim moulded lines that end in a longer-in-back flare. With straightline sleeves cupped at the shoulder for emphasis. The fur helmet is of Hollander-dyed Caracul, too. A costume richly distinctive—and enduringly beautiful, because Hollander-dyed . . . its rich black guaranteed color-permanent.

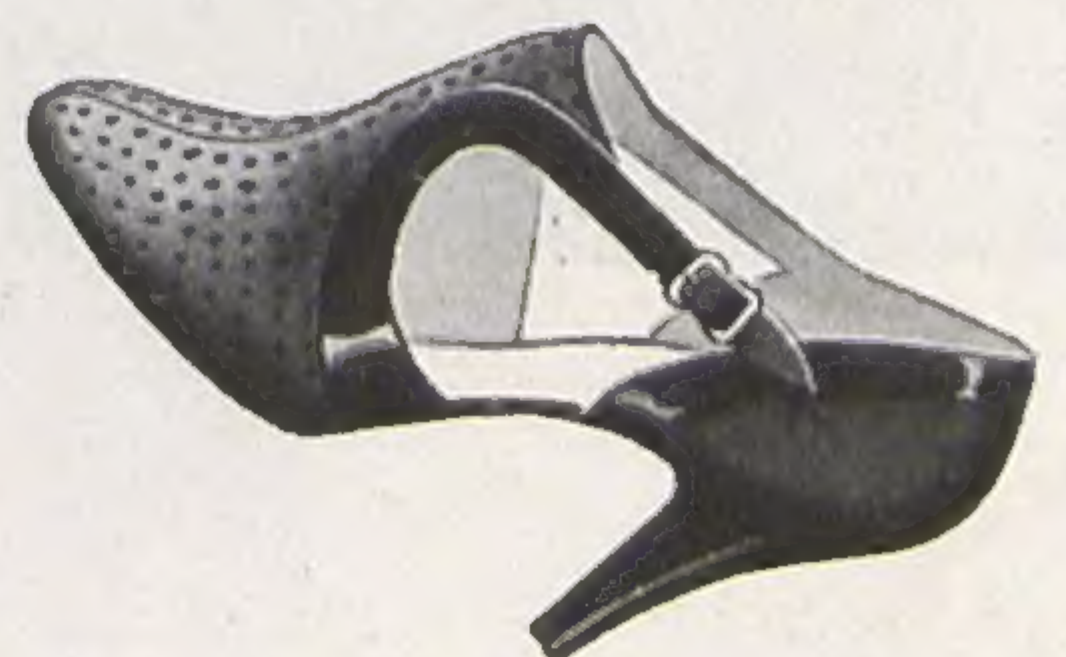
Quality of skins and workmanship determine the price of furs. But, pay much or little, the Hollander mark on tag or pelt is your assurance of lasting loveliness. A. Hollander & Son, Inc., world's largest fur dyers, Newark, N. J.

HOLLANDER-dyed furs keep their **BEAUTY** longer



début of Palter DeLiso's

Glove Shoes



When Palter DeLiso's Flats★ swept America and the Continent they gave women a taste of foot-freedom that was tantalizing. Now, in the most formal type of high-throated street shoes, the noted designer gives you again that delightful barefoot-in-the-grass sensation. Glove shoes that sheath your foot as a glove sheaths your hand. Supple, light-weight, silky-smooth inside—on new toe-room lasts. Presented by our famous Shoe Salon that launched Flats. In imported black suedeskins. The shoes, *sketched top and bottom* also in new sienna color suedes, 15.75

★REG. U. S. PAT. OFF. • OUR FAMOUS SHOE SALON, SECOND FLOOR

BONWIT TELLER

FIFTH AVE. AT FIFTY-SIXTH STREET



This Medallion is sealed to the nose of every genuine Fromm-Pedigreed Fox.
 KNOW THE PEDIGREE OF THE SILVER FOX YOU BUY.
 To receive the free pedigree of your silver fox, mail the Medallion to Fromm.

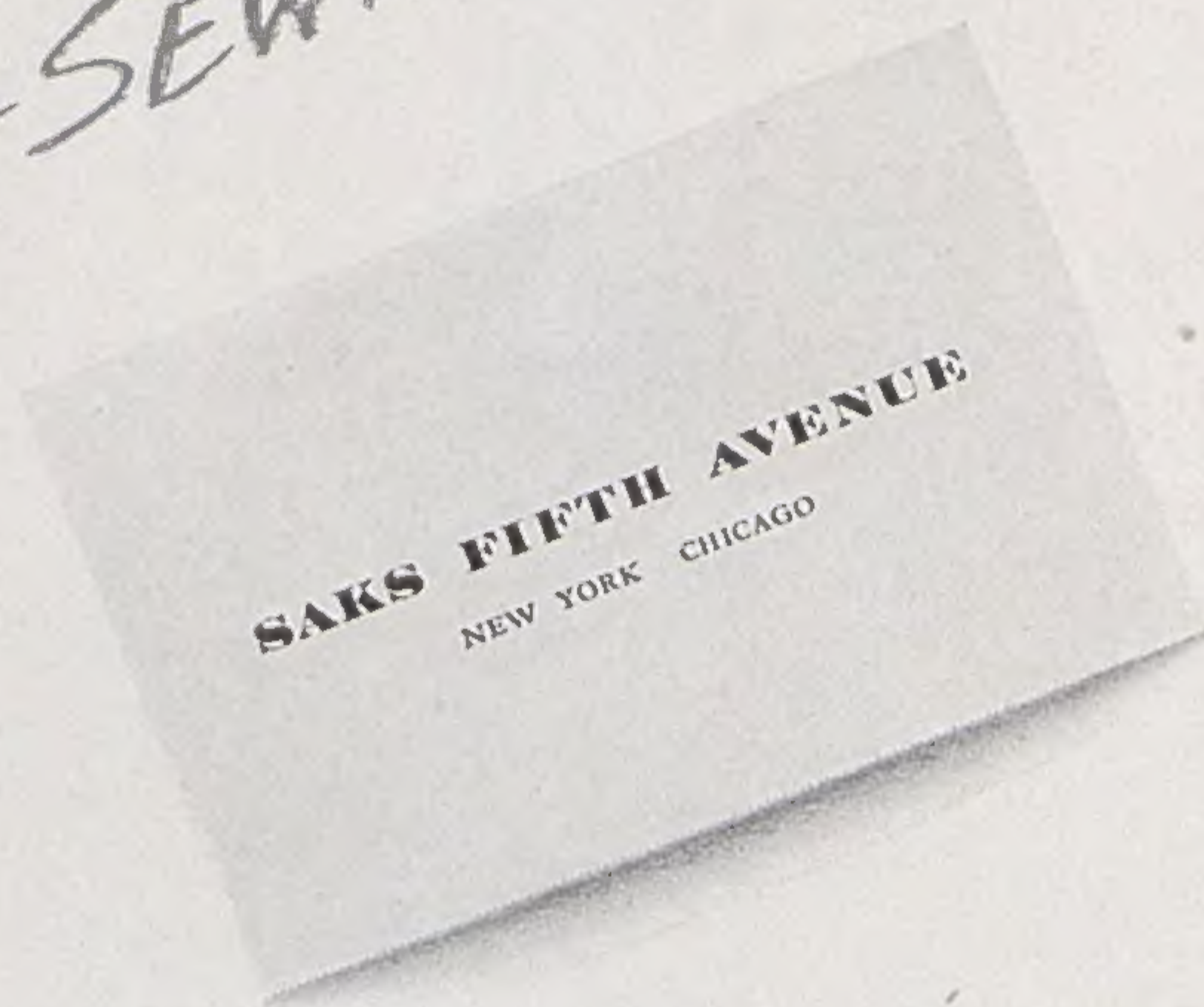
COURTESY, MARSHALL

Silver Fox... sculptured in the svelte elegance of a streamlined model! Fromm
 Pedigreed Fox... as *bright-with-silver* as a starlit sky... as flattering as moonlight. A
 wrap to endow your winter nights with splendor. Fromm Bros., Inc., Hamburg, Wis.

FROMM *Bright with Silver* **PEDIGREED FOXES**

FIELD & COMPANY, CHICAGO

Early Fall Footnotes in HAND-SEWN shoes

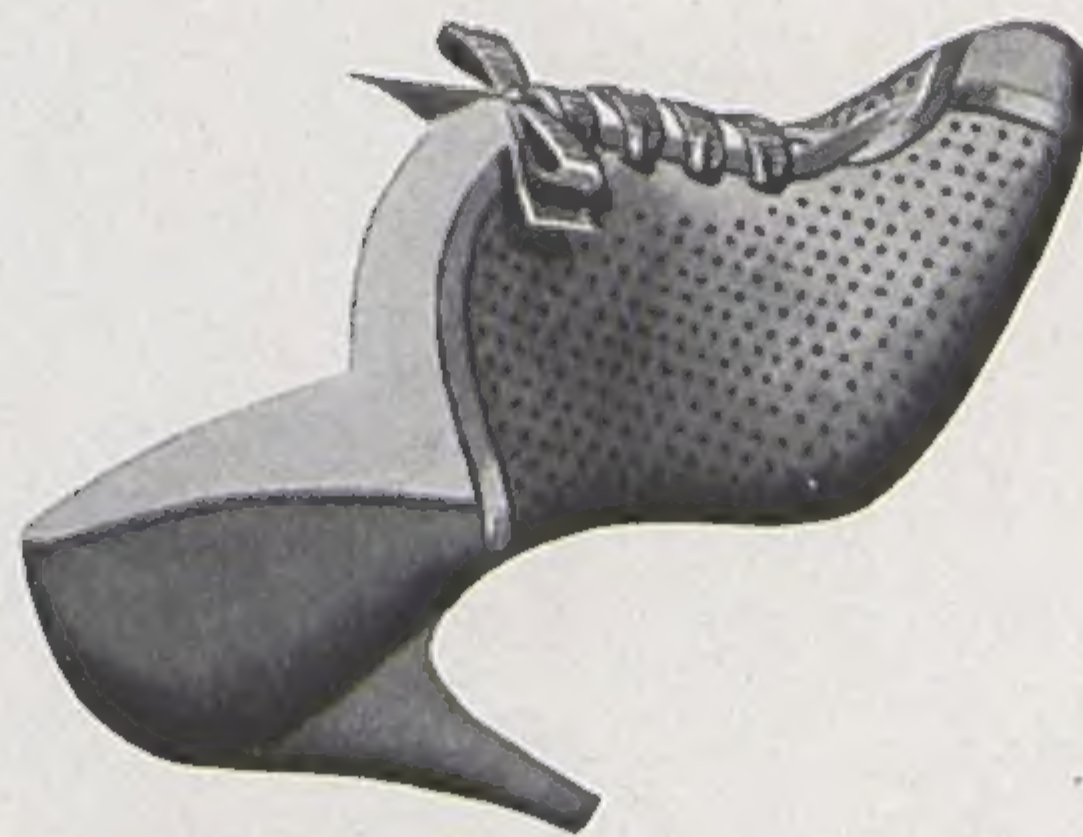


We believe so thoroughly in the philosophy of hand-sewn shoes (shoes that really feel beautiful as well as looking so)—that we have developed them in these last word fashions. All three models are in jet black suede and the new Fall costume colors; Fenton last and Brevity last Originals, made exclusively for Saks Fifth Avenue by *La Valle*



SUEDE and SATIN... a notable alliance. "Tuxedo" is a shining example in a V-line pump with criss-cross satin bands; on the Fenton last. 16.75

SOFT TOES... from no toes at all to deliciously soft unboxed ones. "Scroll" is our hand-sewn classic; Brevity last in high and medium heels. 16.75



SOFT TOES... distinguish "Winged Victory," our rather formal oxford for cosmopolitan wear; in Brevity last; perforated unboxed toes. 16.75







I. MAGNIN & CO.
CALIFORNIA — SEATTLE



For Football Saturdays, this suit of a special Forstmann tweed, exclusive with Eisenberg. For afternoon dancing, this dress of sheer black wool with a carved aluminum belt. Identified by the Eisenberg label and shown in fine stores throughout the country. Write us for the name of the store in your city.

EISENBERG & SONS • DRESSMAKERS • 847 JACKSON BOULEVARD, CHICAGO





"We know what you want..

Rōs-cuna* Knits from the College Shop"

Betty Heinzelman, Smith '39 . . . Katherine Tweedy, Vassar '38

Seen here on two members of our undergraduate staff — our famous washable, lusciously soft sweater fashions, with gay new tricks plus stretch-and-sag-proof sterling virtues.

The new two-piece dresses — with a club collar (left), that looks hand-knit. Slate blue, raspberry, cedar tan, duck green. 12 to 20. With a herringbone stitch (right), radically, refreshingly new. Same colors and black. Sizes 12 to 20. Each 10.95

The new sweaters — Ribbon-bound cardigan. Cherry, green, rust, blue, gold, brown, white, black. 34-40. 5.95 Matching crew neck pullover. 32-38. 3.95 Matching club collar pullover. 32-38. 3.95

The College Shop, on
the Fifth Floor

Lord & Taylor

wear them... *Feel the difference*

Smart women, smart shops everywhere, have favored Gray Brothers shoes for two generations. Have talked about their *beautiful fit* . . . their *lasting good looks* . . . their *wonderful feel*. Flexible, free from bulkiness . . . their matchless ease is built into them by long-experienced craftsmen—over marvelously sculptured lasts—the only way in which shoe perfection can ever be obtained. Wear them—*feel the difference*. Buy them—*save the difference*. Gray Bros., Inc., Syracuse, N. Y.

most styles

are priced from

\$6.75 to 7.75

*Slightly higher
west of Rockies*



Daytime Shoes for All-Occasion Wear

- Types for street
- for campus • for country
- for business • for afternoon
- All-sewed-welt shoes

One of several types for afternoon wear: A broad-strap model of soft bucko; three-tone or solid color.

Grayflex
TRAMPERS

A few typical stores carrying Grayflex Trampers: AKRON, Wagoner & Marsh — ALBANY, Cotrell & Leonard — ALLENTOWN, Manning Armstrong — ALTOONA, Klevan Bros. — ASBURY PARK, Steinbach-Kresge — ATLANTA, Regenstein's — ATLANTIC CITY, Boston Shoe Store — BALTIMORE, N. Hess Sons — BIRMINGHAM, Blach's — BOSTON, R. H. White — CEDAR RAPIDS, The Killian Co. — CHARLESTON, People's Store — CHARLOTTE, Lucille Shop — CHICAGO, Carson, Pirie, Scott — CINCINNATI, Pogue's — CLARKSBURG, Parsons Souders — CLEVELAND, Stone's — COLORADO SPRINGS, Cox Bros. — DAYTON, Rike-Kumler — DENVER, Fontius — DETROIT, J. L. Hudson — ELIZABETH, Levy Bros. — ERIE, Halle Bros. — GREENSBURG, Royer's — HARTFORD, G. Fox — IOWA CITY, Domby — KANSAS CITY, Harzfeld's — LANCASTER, Shaub's — LOS ANGELES, Broadway Dept. Store — LINCOLN, Haney's — LYNCHBURG, Milner's — MIDDLETOWN, N. Y., Smith Shoe Shop — MILWAUKEE, T. A. Chapman — MONTGOMERY, Nachman's — MORGANTOWN, Fashionable — MOUNT VERNON, A. J. Rice — NEW YORK, Bloomingdale's — NEW KENSINGTON, Miller Bros. — OMAHA, Nebraska Clo. Co. — PEORIA, P. A. Bergner — PHILADELPHIA, Strawbridge & Clothier — PITTSBURGH, Joseph Horne Co. — PORTSMOUTH, Morgan E. Rowland's — READING, Manning Armstrong — SCHENECTADY, Gould's — SCRANTON, Lewis & Reilly — SPRINGFIELD, MASS., Steiger's — ST. LOUIS, Stix Baer & Fuller — ST. PAUL, Schunemans & Mannheimers — SYRACUSE, Addis — TROY, Cooper's — WASHINGTON, Woodward & Lothrop — WHEELING, Nay's — WICHITA, Innes — WILKES-BARRE, Walter's — WILMINGTON, Hylander's — YORK, PA., Bon Ton — YOUNGSTOWN, Lustig's — ZANESVILLE, McHenry's



ARTHUR O'NEILL

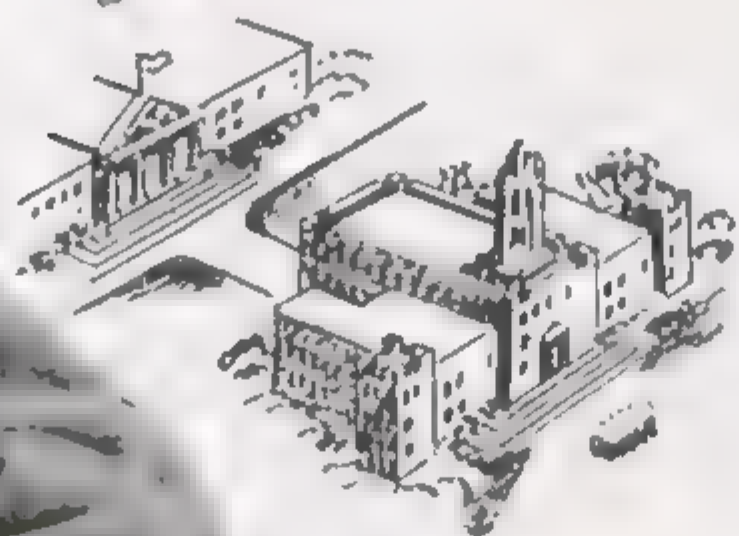
Major and minor... elected at the start by the School Bureau, the nutria-dyed rabbit costume with plaid for gayety fits perfectly into major occasions off campus, \$165. Far from minor importance attached to the pencil silhouette two-piece suit in our exclusive Sunningdale tweed, in subtle tones, \$49.75—from the college collection assembled in the School Bureau. *Sixth Floor.*

MARSHALL FIELD
and Company... Chicago

Back To College

with **VELAMA** De Luxe

LOOMED BY COWAN MILL



Looking for the smartest coat you ever packed off to college? Then go to your favorite store and ask to see Velama de Luxe. Run your hands through it. There's not a luxury-loving collegienne who can resist it. For it is a masterly job of weaving . . . a blend of the finest yarns. Hidden in its soft texture is a sturdiness that wears like iron. Illustrated are four of a large collection of styles in a dashing color array—all priced within even a collegienne's budget.

Created exclusively by
THE HOUSE OF SWANSDOWN
500 Seventh Ave., New York City

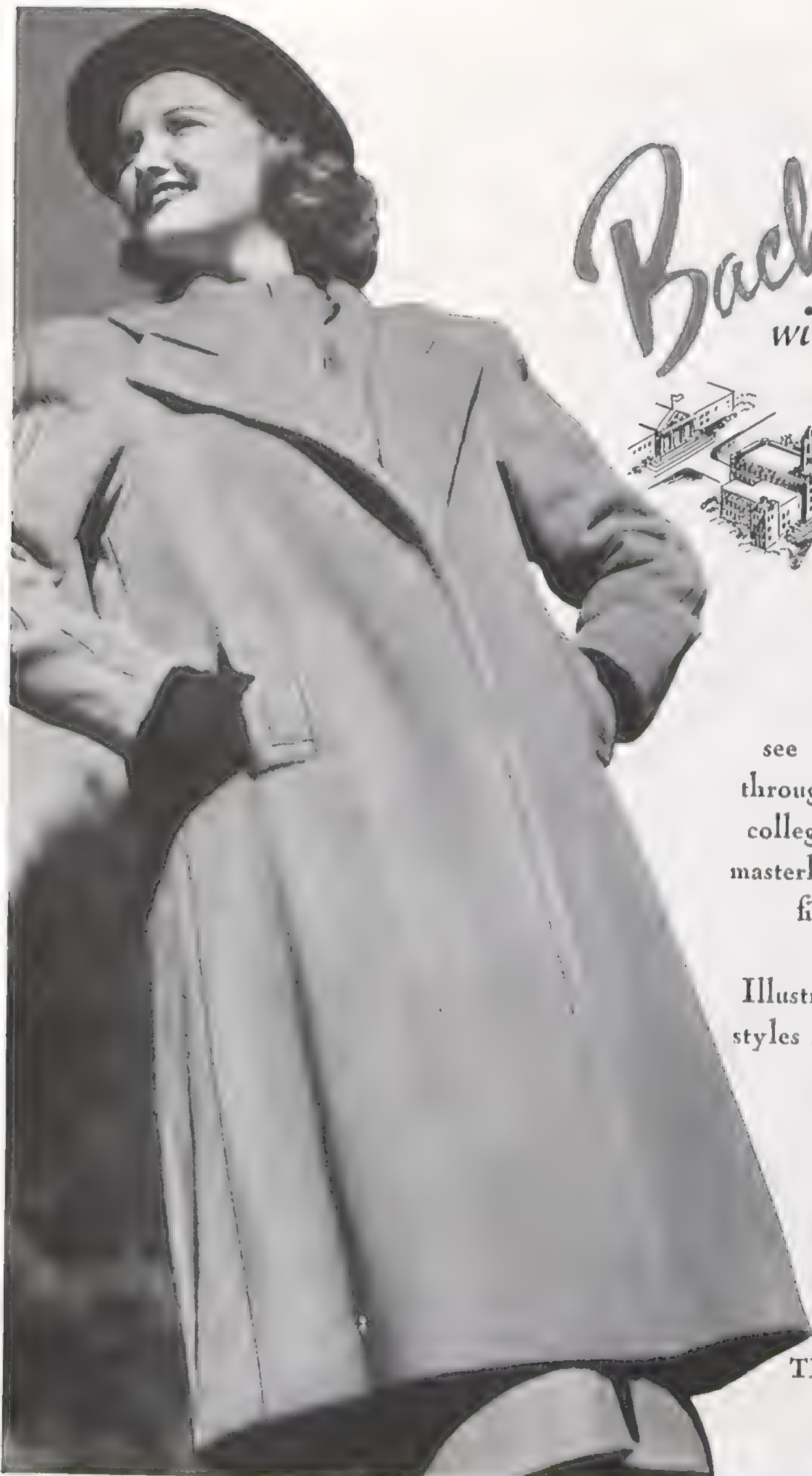
ALL STYLES REG. APPD. U. S. PAT. OFF.



Lined with DUCHESS
Aristocrat of Linings

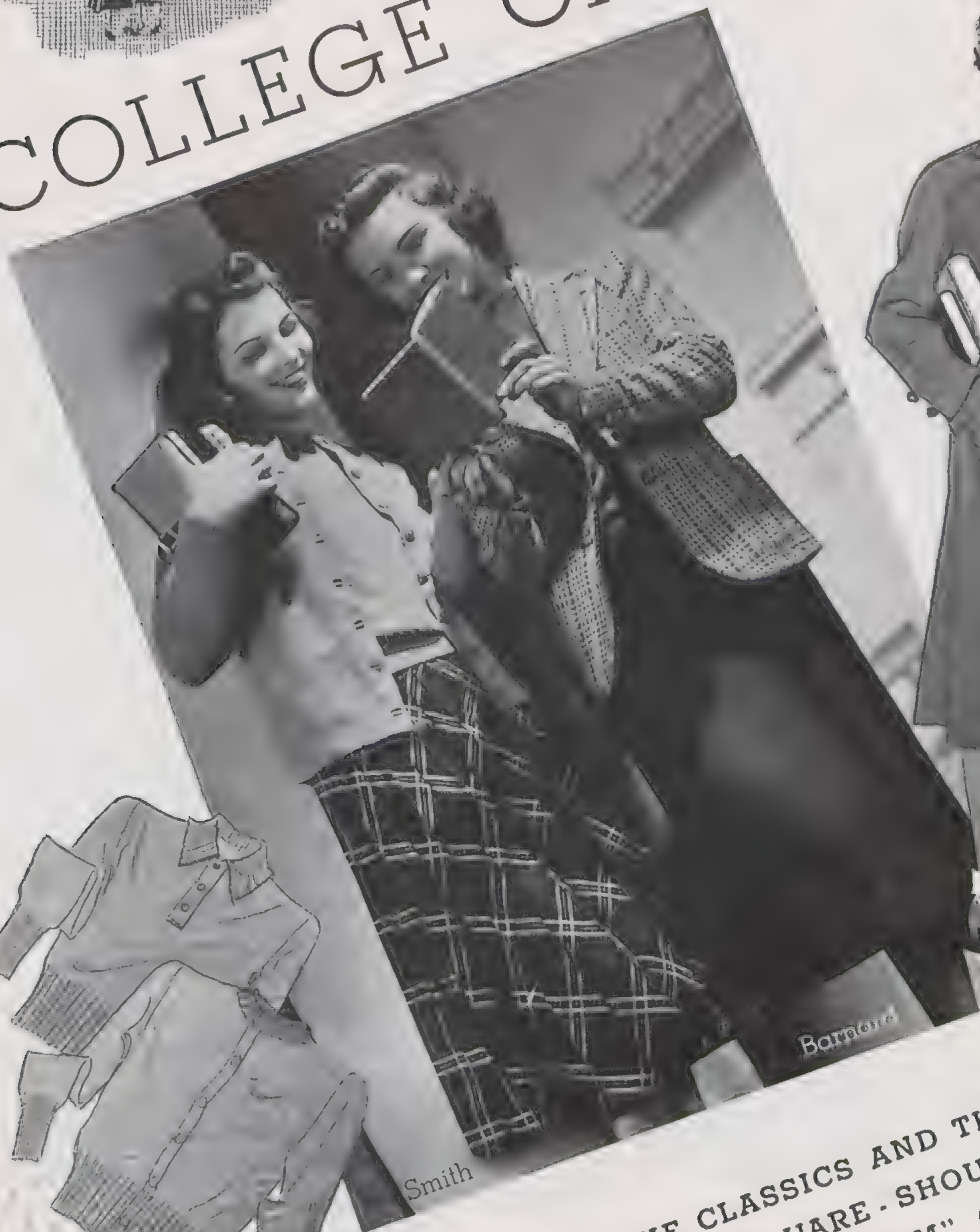
In New York at
FRANKLIN SIMON'S
FIFTH AVENUE

and at leading specialty and department stores
throughout the country.



OUR COLLEGE SHOP, STAFFED
BY OUR COLLEGE ADVISORY
BOARD, OPENS AUGUST 16.

COLLEGE CREDITS



Vassar

Bryn Mawr

**BASED ON THE CLASSICS AND THE MEN
IN YOUR LIFE... SQUARE-SHOULDERED.
CASUALS... "LIVE IN THEM" CLOTHES**

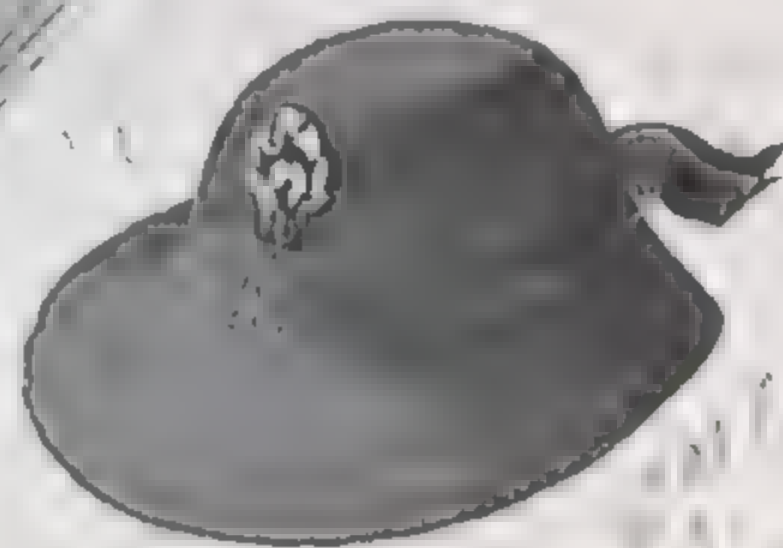
SMITH: pleated plaid skirt, 8.95. Imported Shetland cardigan, 7.95. Pull-over, 6.95. BARNARD: tweed jacket, 17.95. Tweed skirt, 6.50. VASSAR: Shetland flannel skirt, 10.95. Flannel shirt, 6.50. Suede jerkin, 7.95. WELLESLEY: Scotch-born cardigan, 6.95. Pull-over, 5.95. HOLYOKE: pleated worsted skirt, 8.95. Classic felt, 5.00.

THIRD FLOOR COLLEGE SHOP

Franklin Simon's
NEW YORK GREENWICH.

Wellesley

Holyoke



MAJOR TRIUMPHS

FOR THE
COLLEGE-
BOUND

Or anyone
Young and Alert

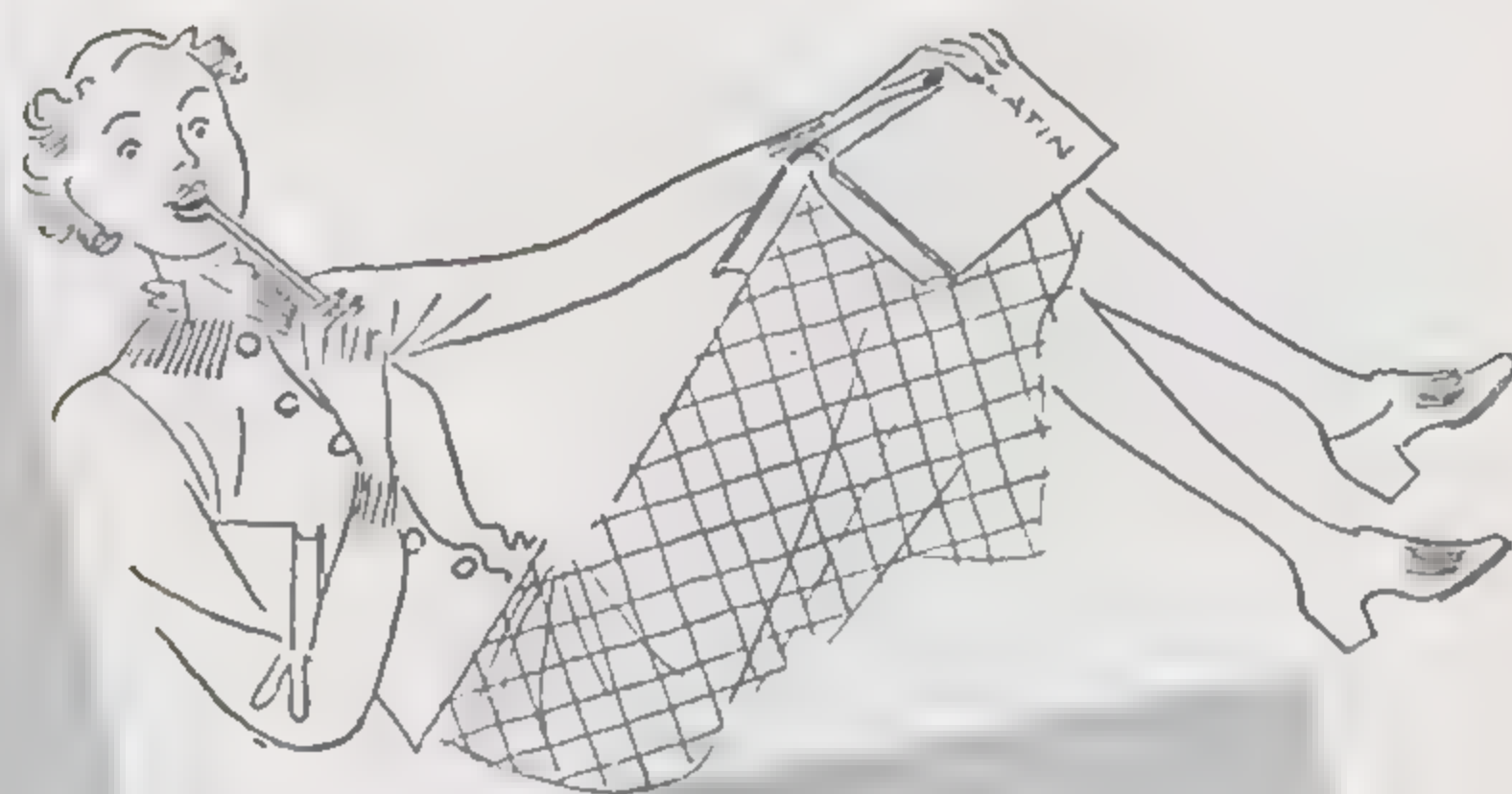


Manhattan Modes

THE most dated girl on the campus knows it...the success trick of being infallibly ready for gay impromptu affairs with the kind of clothes everyone needs plus the classics! We dedicate to your career three such dresses...with a studied "right and readiness" for week-ending, rushing, dating and dashing around...their smooth, satin-backed Fashion Crepe woven of *SERACETA* and *CROWN*, the NEW Rayons of Fashion, *CROWN TESTED* for lasting beauty! Black, Nubian Brown, Landscape Green, Antique Mahogany. 12 to 20. Under \$20.

Copr. 1937—American Viscose Corporation

at **RUSSEK'S, New York**; also Rich's, Atlanta; Filene's, Boston; Charles H. Stevens, Chicago; The H & S Pogue Company, Cincinnati; B. Siegel Company, Detroit; Mindlin's, Kansas City; The Blum Store, Philadelphia; Bullock's, Los Angeles; Sonnenfeld's, St. Louis; and other leading stores throughout the United States. For the store in your city write Sheila-Lynn, Inc., 1400 Broadway, New York.



From Left to Right: Highlighted with ciré. After Maggy Rouff. Diagonal tucks plus Molynoux's pet sequin flower. Guileless with Vassar daisies on starched linen.

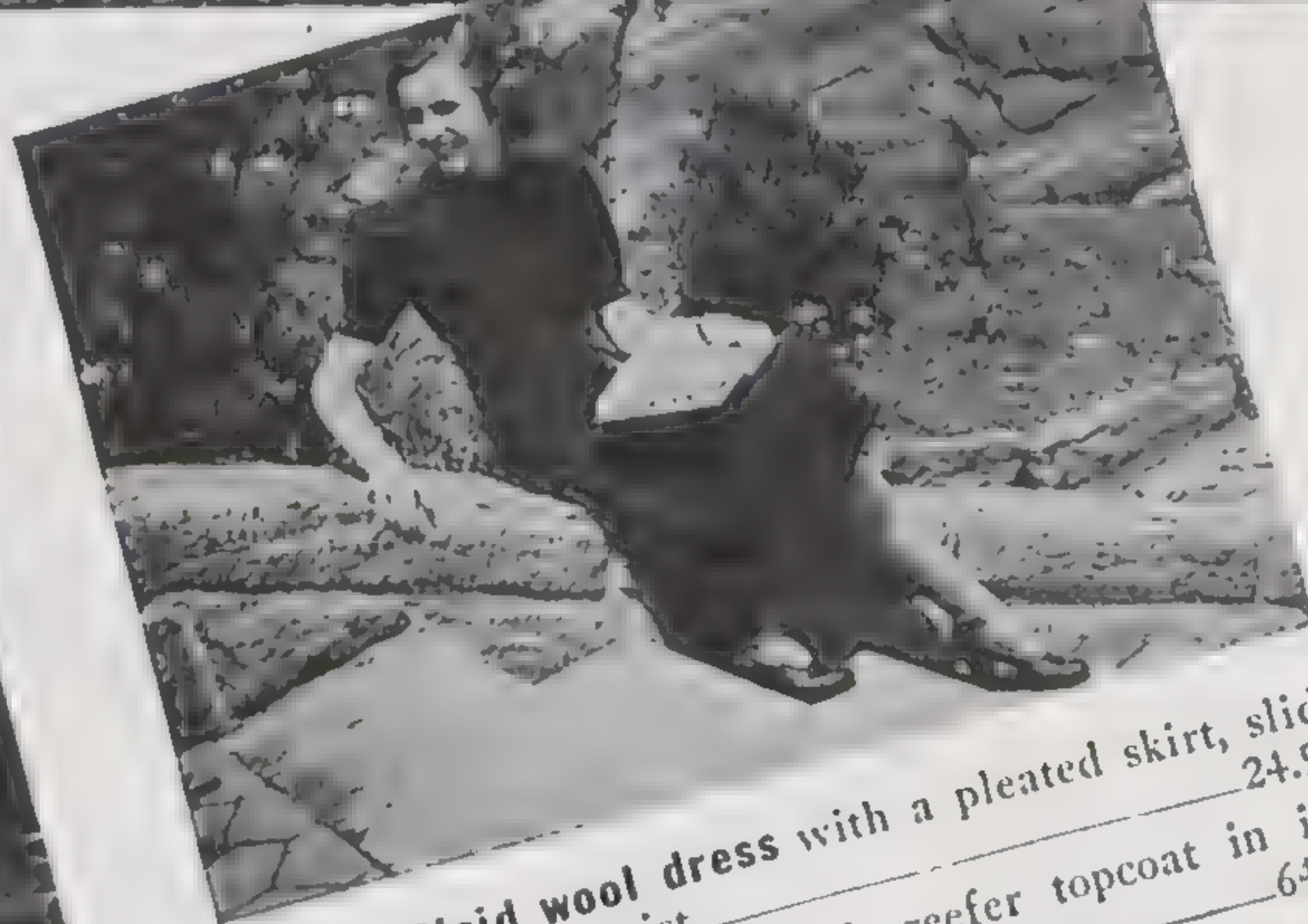
"A FABRIC CREATED OF CROWN RAYON...IT'S TESTED!"

Candid Camera goes to College—

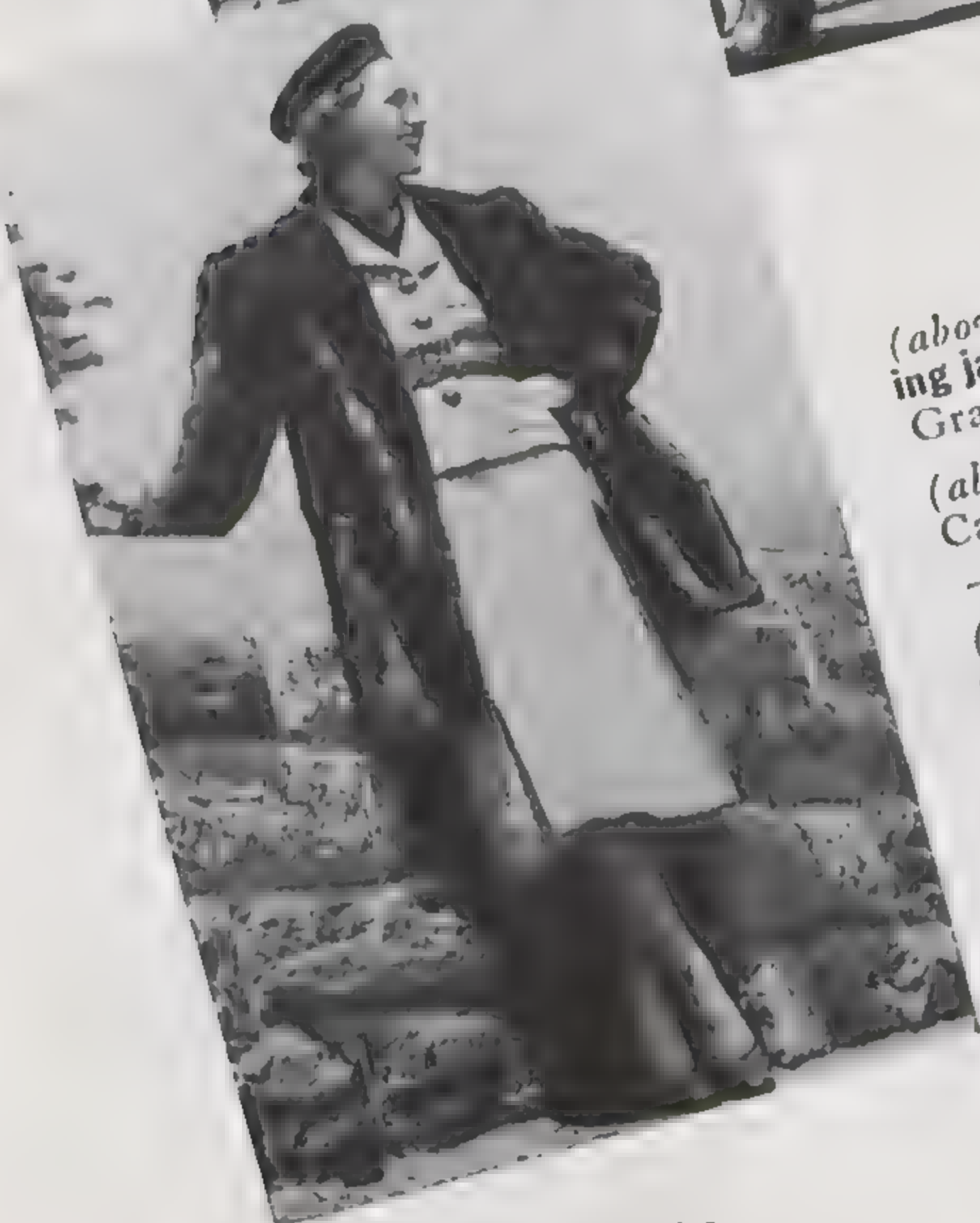
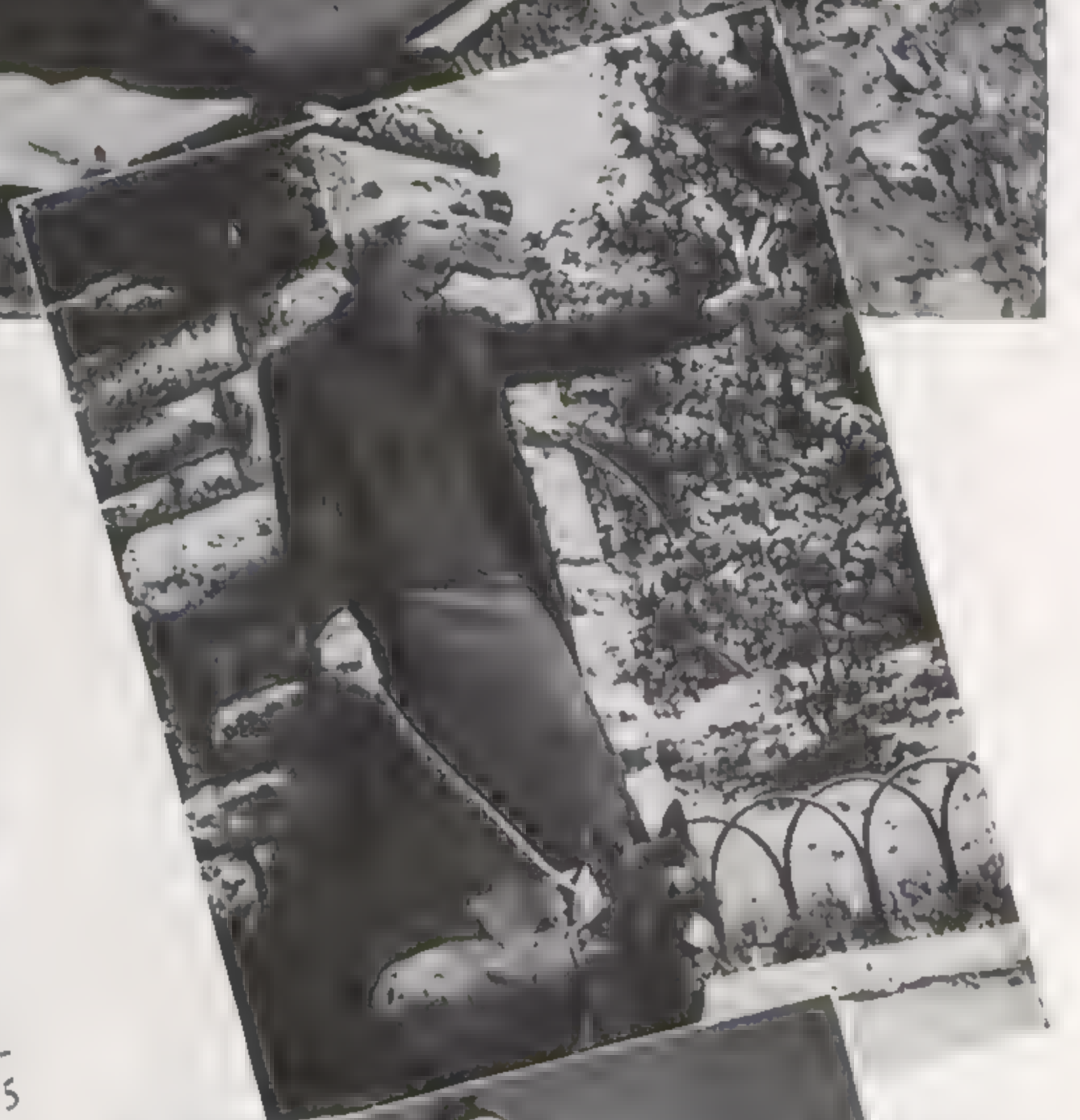
Candid camera takes random shots of the girls—most-likely-to-succeed. Most likely to succeed because they not only know how to wear clothes, but where to get authentic clothes at prices that make a streamlined allowance look positively *bouffant*. In short, they know their Macy's as well as Macy's knows their precise needs.

(far right) Imported Shetland pullover, wide-rib, 5.98. Cardigan to match, 6.98. Suede calot, 2.77. Skirt of imported tweed, 7.98

(right) New Whitbey* dress: Knitted sweater plus woven skirt of yarns dyed to match. 9.98



(above) Plaid wool dress with a pleated skirt, slide fastener to the waist 24.98
(right) Three-piece suit with reefer topcoat in imported Shetland tweed 64.95

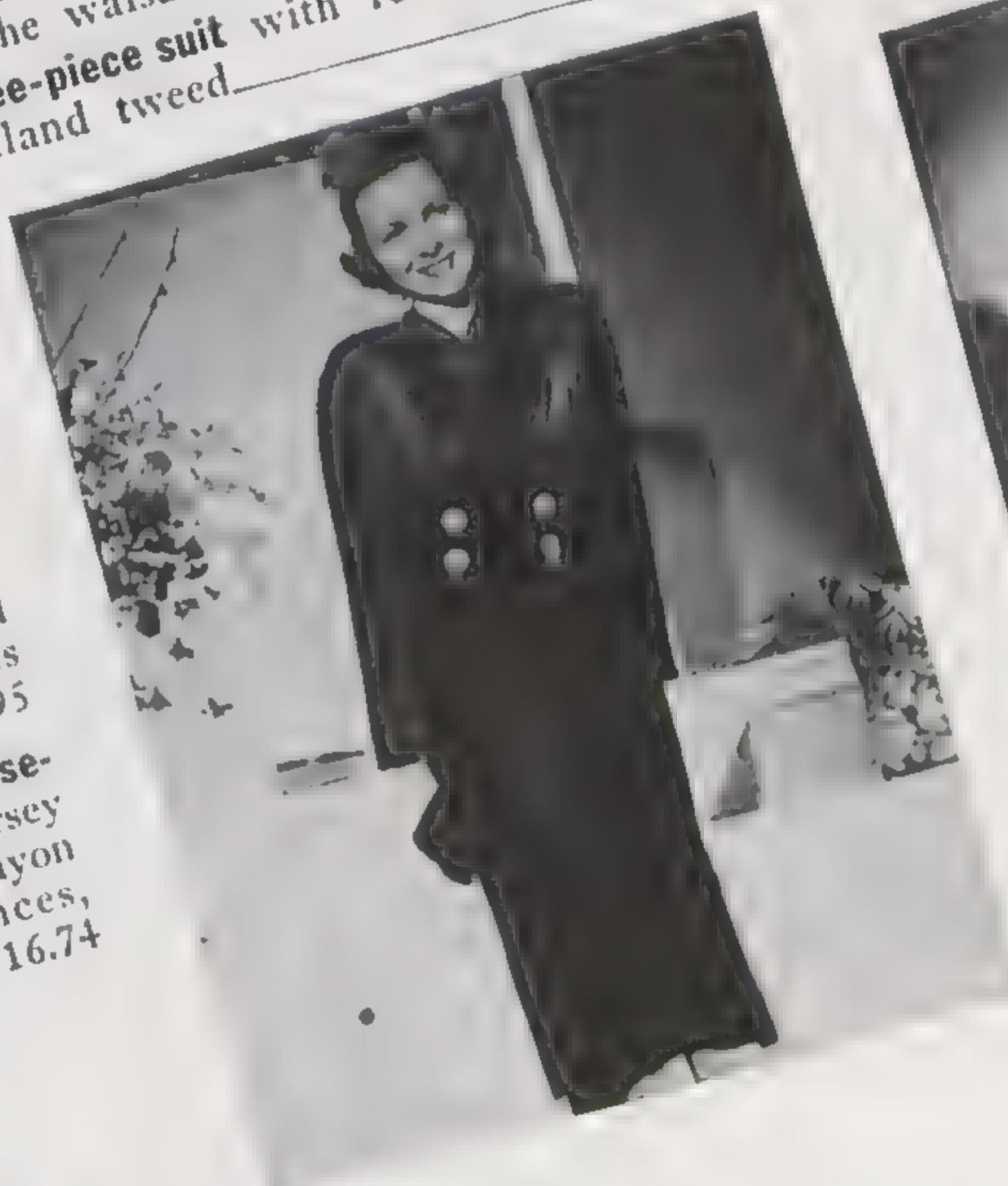


(above) Corduroy smoking jacket 7.98.
Gray flannel skirt, 6.98.

(above) The boy's coat, Camel's hair and wool 27.95

(left) Lapin coat (dyed coney) and an oatmeal tweed suit; three pieces 74.95

(right) The new corselet line in wool jersey and acetate and rayon satin for tea dances, important dates, 16.74



(above) Classic dinner dress. In black, reflector blue, 18.74. Little metal wrap in silver or gold. 22.74

•Reg. U.S. Pat. Off.

THIRD FLOOR ★ MACY'S COLLEGE SHOP

For the Beauty Significant of Autumn

those beautiful JACQUELINE shoes



With the rich, spicy tang . . . subtleness of color . . . and fine precision of detail that betokens the new mode.

- Curved straps, widely spaced give an open feeling to this flattering high-cut afternoon shoe. Of suede in Vintage, Spruce Green, Brown, Midnight Blue or Black.
- Beautifully proportioned formal suede shoe with glove-fitting gored sides and medallion of cut-work on the high front. In Vintage, Slate Gray, Spruce Green or Black.
- The new soft vamp, perforated all the way through is excellent for town wear. Transition heel. In Black or Midnight Blue Suede.

THOSE BEAUTIFUL

Jacqueline
SHOES

Designed by WOHL

\$6.75 and \$7.75

WOHL SHOE COMPANY . . . SAINT LOUIS

Settle the whole sweater-and-skirt question with these **MATCHED OR MIXED ENSEMBLES . . .**

Pick out your basic campus outfit in five easy steps. Neiman-Marcus has made it all so simple by matching up *everything . . .* hats, sweaters, skirts, socks and shoes. If and when you want to scramble them, all the colors are grand together. With two of each piece, you are all set for two semesters. And, by changing your color combinations, you can look a little bit different every day of the week.

NEIMAN-MARCUS

DALLAS

THE CENTER OF FASHION AUTHORITY IN THE SOUTHWEST

Begin with a skirt of imported Shetland tweed by **EMPIRE IMPORTS**. Multi-gored with plain waistband at **\$8.95** (shown left) or with a two-buckled belt at **\$9.75** (shown right). Gold, Glamis Red, Brown, Slate-Blue, Shagreen or Black.

Top it with an imported sweater of Australian botany wool. Slip-ons, with crew neck or three button, turn-over collar, **\$7.95**. Cardigans, **\$9.75**. Same colors as the skirts, also by Empire Imports. Matching socks, **\$1.00**.

Carry on with a tidbit, a calot made of the skirt material to clap on the back of your head. The same six colors, **\$2.95**.

Finish off with the new "Spongees" made especially for us by **GRAY**. The thick, springy, crepe rubber soles of these saddle shoes are a joy to wear and make your feet look small and compact. Service suede in Brown, Faun, Green, Blue, Black, Gray, Wine and White, **\$7.75**.

Mail orders can be easily filled, no matter where you are. Send us your size and specify styles and colors, enclosing check or money order. All orders forwarded postpaid.



Carolyn's

COLLEGE TWINS

DOUBLE THEIR CHIC WITH SQUIRREL



Courtesy American Airlines

★ Soaring above the fashion clouds . . . making swift and accurate deductions from Fashion's charted course . . . from the vogue for grey, for luxury, for soft femininity . . . Carolyn sees a big future for grey squirrel, dubs it "the Official Fur of the College Flight". And predicts the

widespread campus choice of clear natural squirrel swaggers like Mimi's (right) . . . airy grey, soft as a cloud, with tiny wing collars and wind-rippled shoulder pleats. [\$295]. Or, like Mayme's (left) . . . with demure schoolgirl collar, straight-as-a-crow-flies sleeves and slightly squared shoulders. [\$275]. 12 to 20.

Hats by Harryson

Carolyn

Modes are sold exclusively in

New York by ARNOLD CONSTABLE; in PHILA. by GIMBELS, and in PITTSBURGH by GIMBELS

Atlanta, Ga. Rich's
Augusta, Ga. Saxon-Cullum
Austin, Tex. E. M. Scarbrough & Sons
Baton Rouge, La. Dalton Co.
Birmingham, Ala. Burger-Phillips
Bloomington, Ill. W. H. Roland
Boise, Idaho The Mode, Ltd.
Clarksdale, Miss. Powers & Co.
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Dallas, Texas A. Harris & Co.
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Portsmouth, Ohio Marting Bros. Co.
Salina, Kansas Kaufman's
Salt Lake City, Utah Auerbach Co.
Savannah, Ga. Leopold Adler
Seattle, Wash. Best's Apparel, Inc.
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Spartanburg, S. C. Aug. W. Smith Co.
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Springfield, Mass. Forbes & Wallace, Inc.
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Washington, D. C. The Hecht Co.
Washington, Pa. Caldwell's
Waterbury, Conn. Worth's
Wichita, Kan. The Rorabaugh D. G. Co.
Wilkes-Barre, Pa. Fowler, Dick & Walker
Williamsport, Pa. Brozman's
Wilmington, Del. Kennard-Pyle Co.
York, Pa. P. Wiest's Sons

For information regarding Carolyn Modes, write National Modes, 130 W. 31st St., N.Y.C.

*Reg. U. S. Pat. Off.



PRESENTING

Stetson

TAILORITES

THE NEW

DAYTIME FOOTWEAR FOR TOWN



SOME of them are definitely on the mannish side, to complete the swank severity of your tailored suits and ensembles. Others, retaining those tailored lines so suitable for daytime town wear, are wholly and completely feminine! And, dear lady, Stetson Tailorites put your feet completely at ease, while clothing them in flattering style. . . . All of them have that comfortable fit and snug support that has always been an exclusive feature of Stetson shoes.

Whatever your style mood, whatever the type of costume you wish to match, you'll find a Stetson Tailorite that was designed with both in mind. See these exciting new footwear fashions — now . . . at your dealer's.

THE STETSON SHOE COMPANY, INC., So. Weymouth, Mass.



SORORITY FAVORITE

THE immediate and widespread popularity of "M" Balbriggan Pajamas in college dormitories and sorority houses has led to their enthusiastic acceptance by the modern miss and style-conscious women everywhere.

Captivating style and refreshingly new color combinations make them lovely to look at. Their free and easy swing makes them delightful to wear. Made from fine combed yarns... guaranteed color fast... elastic knit cuffs, waistbands and anklets. Sizes 8 to 18 years.

So easy on the budget that you'll want several pairs... in different styles and colors to satisfy different moods. They launder easily and wear long.

The "M" trademark has been a guaranty of satisfaction since grandmother's time. "M" Garments sold at the better stores everywhere. Ask for them by name or write for information.

MINNEAPOLIS KNITTING WORKS

Minneapolis, Minnesota



BLOSSOM Choice of Maize, Aquatone or Coral Mist — all with white trim.



**Two Piece
Balbriggan
Pajamas**



MILITAIRE Scarlet—Copen trim.
Royal Blue—Scarlet trim.
Brown—Maize trim.



SENORITA Coral Mist, Copen
Blue or Maize—white trim.



HAMMER BRAND

Persian Lamb

THE ARISTOCRAT OF FURS—

Soft as an echo, light as a shadow, rich as royal raiment . . Persian Lamb
is the aristocrat of the all-occasion furs . . and "HAMMER BRAND"

the crest of the Persian Lamb aristocrats. ~ ~ ~

"HAMMER BRAND" is the trade-mark of the world's oldest

and largest company specializing in the processing of

Persian Lamb—specialists through whose skilled hands

have passed practically all of the fine Persian Lamb

sold in this country. "HAMMER BRAND"

Persian Lamb will wear and wear and wear . . .

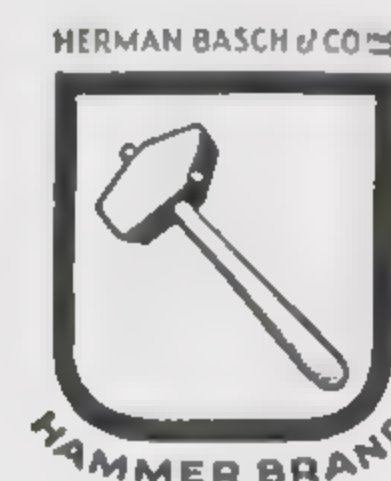
retain its unusually silky sheen, tight curl and

supple softness, enhance in lustre with age . . . and

lend itself beautifully to restyling. See the distinguished

new creations in "HAMMER BRAND" Persian Lamb.

HERMAN BASCH & COMPANY, INC.



*Oldest and largest processor of Persian Lamb
Insist on this trade mark*

GET YOUR FAVORITE FUR RETAILER

I. MILLER

BUCKO *

made in U. S. A. from exquisitely fine imported raw calfskins. Guaranteed not to crack or rub offis going to college*

They ask first for BUCKO . . . sleek-fitting

every campus. They want low heels for

"sweater-and-skirt" class . . . shoes

And they come to I. Miller because

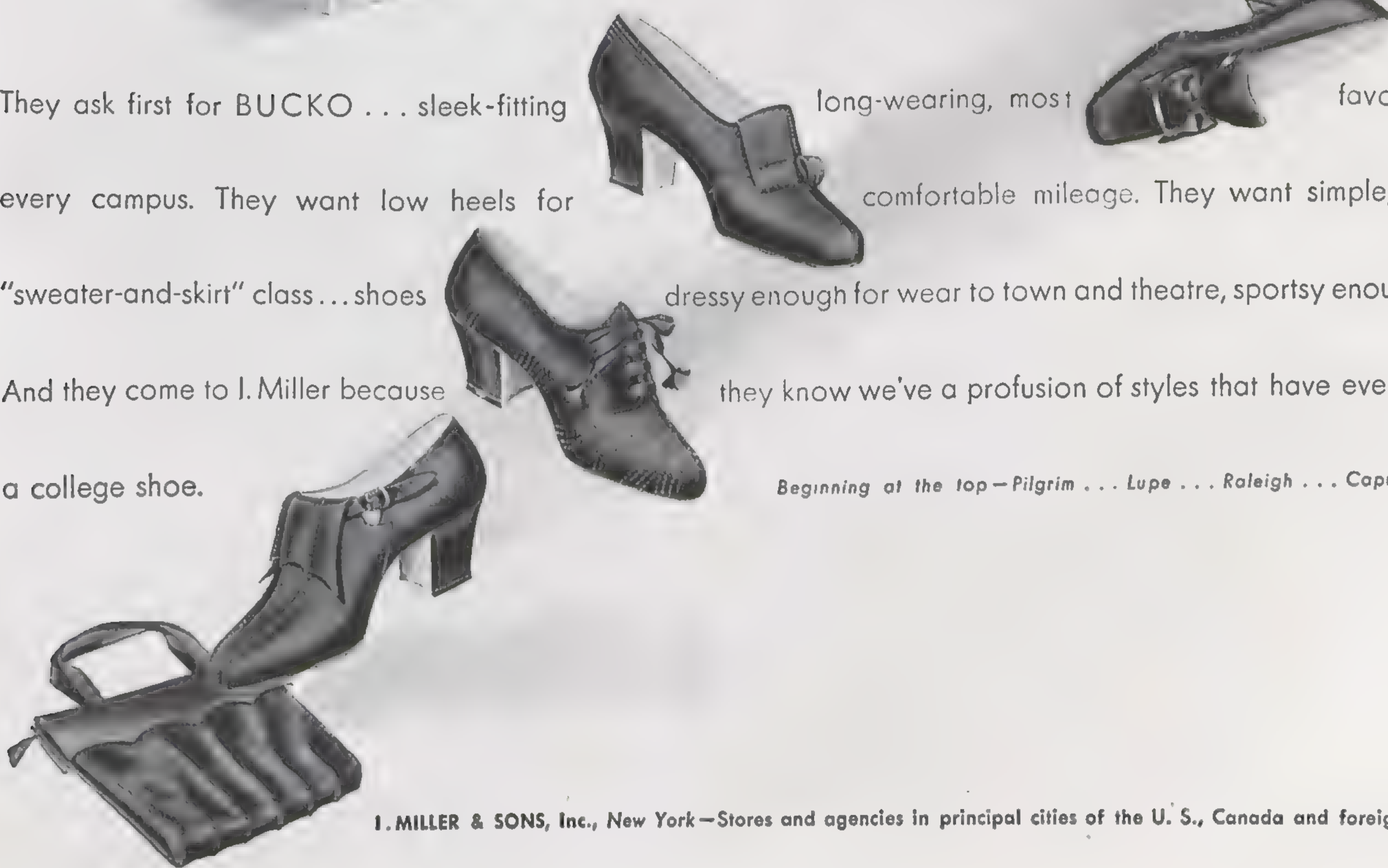
a college shoe.

long-wearing, most

comfortable mileage. They want simple, tailored styles in the

dressy enough for wear to town and theatre, sporty enough for class or walking.

they know we've a profusion of styles that have everything they look for in

Beginning at the top—Pilgrim . . . Lupe . . . Raleigh . . . Capuchin with matching handbag

I. MILLER & SONS, Inc., New York—Stores and agencies in principal cities of the U. S., Canada and foreign countries.

I. MILLER
Beautiful Shoes

Carolyn*

Takes PLAID WOOL ENSEMBLES along on the College Flight

★ Scotch plaid, nubbed plaid, invisible plaid. Box coats, belted jackets, buttoned-up-the-front coats. Mixed with tailored dresses, with bright blouses and skirts, with the corselet-dress (zipped up the sides). Result, the most arresting ensembles that ever came skylarking into college! Carolyn took every last one of them along on the college flight!

22.95



Oxford with Red Blouse
Brown with Beige Blouse

Brown or
Black and White



Green or Brown

Oxford or Green

Hats by Harryson

• Reg. U.S. Pat. Off.

★ Carolyn's College Flight is winging its way over America, via the mighty Flagship of American Airlines, carrying bright new fashions to collegiennes everywhere.



Carolyn

Modes are sold exclusively in New York by ARNOLD CONSTABLE, in PHILADELPHIA by GIMBELS, and in PITTSBURGH by GIMBELS

Abilene, Texas . . . Ernest Grissom's
Atlanta, Ga. . . Rich's
Allentown, Pa. . . H. Leh
Augusta, Ga. . . Saxon-Cullum
Austin, Tex. . . E. M. Scarbrough & Sons
Baltimore, Md. . . Schleisner Co.
Baton Rouge, La. . . Dalton Co.
Birmingham, Ala. . . Burger-Phillips
Bloomington, Ill. . . W. H. Roland
Boise, Idaho . . . The Mode, Ltd.
Bozeman, Mont. . . Riddle's
Charleston, W. Va. . . The Diamond
Clarksdale, Miss. . . Powers & Co.
Colorado Springs, Colo. . . Kaufman's
Columbia, S. C. . . Kohn's
Columbus, Ohio . . . The Fashion Co.
Cumberland, Md. . . Martin's

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Fort Worth, Texas . . . Monig's
Galveston, Texas . . . Robt. I. Cohen
Great Falls, Mont. . . Paris Dry Goods
Gulfport, Miss. . . Geo. E. Northrop Co.
Hamilton, Ohio . . . Robinson-Schwenn Store
Hartford, Conn. . . Siegel's Shop
Hazleton, Pa. . . Hyman's
Helena, Mont. . . New York Dry Goods

Hilo, Hawaii . . . E. N. Holmes
Houston, Texas . . . Foley Bros. D. G. Co.
Jackson, Miss. . . R. E. Kennington Co.
Johnson City, Tenn. . . King's, Inc.
Kansas City, Mo. . . Adler's
Knoxville, Tenn. . . S. H. George & Sons
Lafayette, Ind. . . Laeb & Hene Co.
Lansing, Mich. . . J. W. Knapp Co.
Lexington, Ky. . . B. B. Smith Co.
Lima, Ohio . . . R. T. Gregg Co.
Little Rock, Ark. . . Pfeiler Bros.
Los Angeles, Calif. . . Broadway Dept. Store
Marietta, Ohio . . . Otto Bros.
Martinsburg, W. Va. . . M. Cohen & Son
Mt. Vernon, Ohio . . . J. S. Ringwalt
New Kensington, Pa. . . Silverman's

New Orleans, La. . . Maison Maurice
Oklahoma City, Okla. . . John A. Brown Co.
Portland, Ore. . . Lipman, Wolfe & Co.
Portsmouth, Ohio . . . Marting Bros. Co.
Roanoke, Va. . . S. H. Heironimus Co.
Sacramento, Calif. . . Hale Bros.
Salt Lake City, Utah . . . Auerbach Co.
San Francisco, Calif. . . Hale Bros.
San Jose, Calif. . . Hale Bros.
Savannah, Ga. . . Leopold Adler
Scranton, Pa. . . Cleland-Simpson Co.
Seattle, Wash. . . Best's Apparel, Inc.
Sheridan, Wyo. . . Baerich's
Spartanburg, S. C. . . Aug. W. Smith Co.
Springfield, Ill. . . Roland's
Springfield, Mass. . . Forbes & Wallace, Inc.

Springfield, Ohio . . . The Ed Wren Store
Terre Haute, Ind. . . Meis Bros., Inc.
Thomasville, Ga. . . Steyer's
Topeka, Kan. . . The Crosby Bros. Co.
Trenton, N. J. . . Yard's Store
Tulsa, Okla. . . Brown-Dunkin Co.
Uniontown, Pa. . . Wright-Metzler Co.
Utica, N. Y. . . D. Price & Co.
Washington, D. C. . . The Hecht Co.
Washington, Pa. . . Caldwell's
Waterbury, Conn. . . Worth's
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Wichita, Kan. . . The Rorabaugh D. G. Co.
Wilkes-Barre, Pa. . . Fowler, Dick & Walker
Williamsport, Pa. . . Brozman's
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For information regarding Carolyn Modes, write National Modes, 130 W. 31st St., N. Y. C.

Lovely

TO LOOK AT...

Delightful

TO WEAR

VANI-TRED
A SELBY SHOE

For lovely styles that lighten your step and please your purse, slip into a pair of VANI-TREDS! You'll hail the appearance of this new line of Selby shoes when you discover how snugly VANI-TREDS hug the foot... how they provide a natural tread for the full length of the foot... how genuinely comfortable they are. You'd never guess they are priced from \$6⁰⁰_{and Up}

THE SELBY SHOE COMPANY, PORTSMOUTH, OHIO

In Canada, Selby Shoes Ltd., Montreal

In England, John Marlow & Sons Ltd., Northampton

3 SMART GIRLS ON A COLLEGE CAMPUS



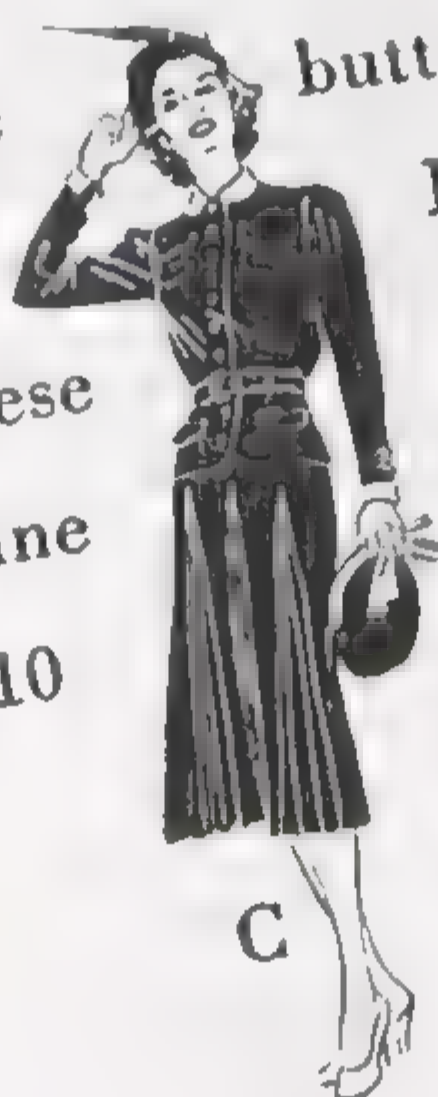
FASHIONED BY **MATALOY** IN FABRICS OF *Celanese**



A

What a season for dresses! Out you go in them completely costumed, like a sail in a breeze. Rhythm to the skirts, willow lines at the waist and details that have importance . . . A—The necktie frock with its sunburst skirt . . . B—A coat dress with its emphatic buttons down front . . . or C—The two-piece model spiked with white.

The Celanese superbly. In pine black. Sizes 10



C

In different colors, you might well own all three of them. fabrics have beauty of a new order, and they tailor forest green, earth brown, smoke blue, grape wine and to 20. All priced at \$22.95.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 Seventh Avenue, New York



B

fashion original
IN A *Celanese* FABRIC
REG. U. S. PAT. OFF.

LOOK FOR THIS LABEL

* Reg. U. S. Pat. Off.

THE LUCKY NIGHTMARE

(IT BROUGHT HER LUX)



1 Whee! I've got enough pep to be the life of two parties, but the eyes of youth seem blind to my charms.



2 Oh, dreary me. I always pay my own taxi fare home. I wonder why I don't click with the gallants . . .



3 Oooh...oooh...you forgot...you forgot...about Lux ...oooh...you're risking perspiration odor in undies...



4 Golly, it would be awful if that were the reason . . . and me such a nice girl, too. Mr. Grocer, some Lux quick!



5 Whisking undies through Lux is pie! That perspiration-odor bogey can't scare me now. I won't take chances.



6 Whoops, at last I'm on the merry-go-round and the stag line is keeping me dizzy. Thanks, dear old Lux.

GIRLS who are always in demand for dates haven't a monopoly on looks or brains. But they know daintiness counts! They make it a rule to Lux undies after each wearing. Lux whisks away

perspiration odor, insures against offending. Lux has no harmful alkali to play havoc with wisps of lingerie—shields them from cake-soap rubbing—saves delicate colors. Safe in water, safe in Lux!



For Underthings

*Westchester

Wells



FROLIC

COSSACK

SQUANTO

PIXEY

• Away you go... as if a new love had come into your life. Swinging along in these jaunty shoes. For country capers, about-town maneuvers, or brightening the path to higher learning. COSSACK: Green, wine, blue, black or brown bucko. FROLIC: Baby buffalo or bucko, black or brown. SQUANTO: Black or brown sport buck. PIXEY: Black, brown or blue suede. Walk-Over prices \$7.75 and up. De Luxe styles \$10.75 and up. Slightly higher West. Geo. E. Keith Company, Brockton, Mass. *REG. U. S. PAT. OFF.

Walk-Over

510 FIFTH AVE., NEW YORK • PARIS • LONDON
COSTUME COURTESY DEL MONTE-HICKEY

Carolyn*

PANICS THE CAMPUS

WITH A NEW *Stroock*
WOOLEN, 22⁹⁵

Carolyn takes a flyer in Ankara, Stroock's new angora woolen. Air-minded and flight-hearted. Takes to drapery and tucks with all the mobility of a cloud. Girdled in precious leather—snake-skin, for example. Heart-stirring colors: matinee blue with alarm red; bluegrass or hemp with mahogany; oxheart red with royal blue; rustic with forest green or vice versa.



Sizes 11 to 17.
*Reg. U. S. Pat. Off.

Hats by Harryson



Carolyn salutes the mighty flagships of American Airlines. Undecorated, yet so decorative, they were the inspiration for the swift lines and dynamic beauty of these college flight fashions.



Carolyn*

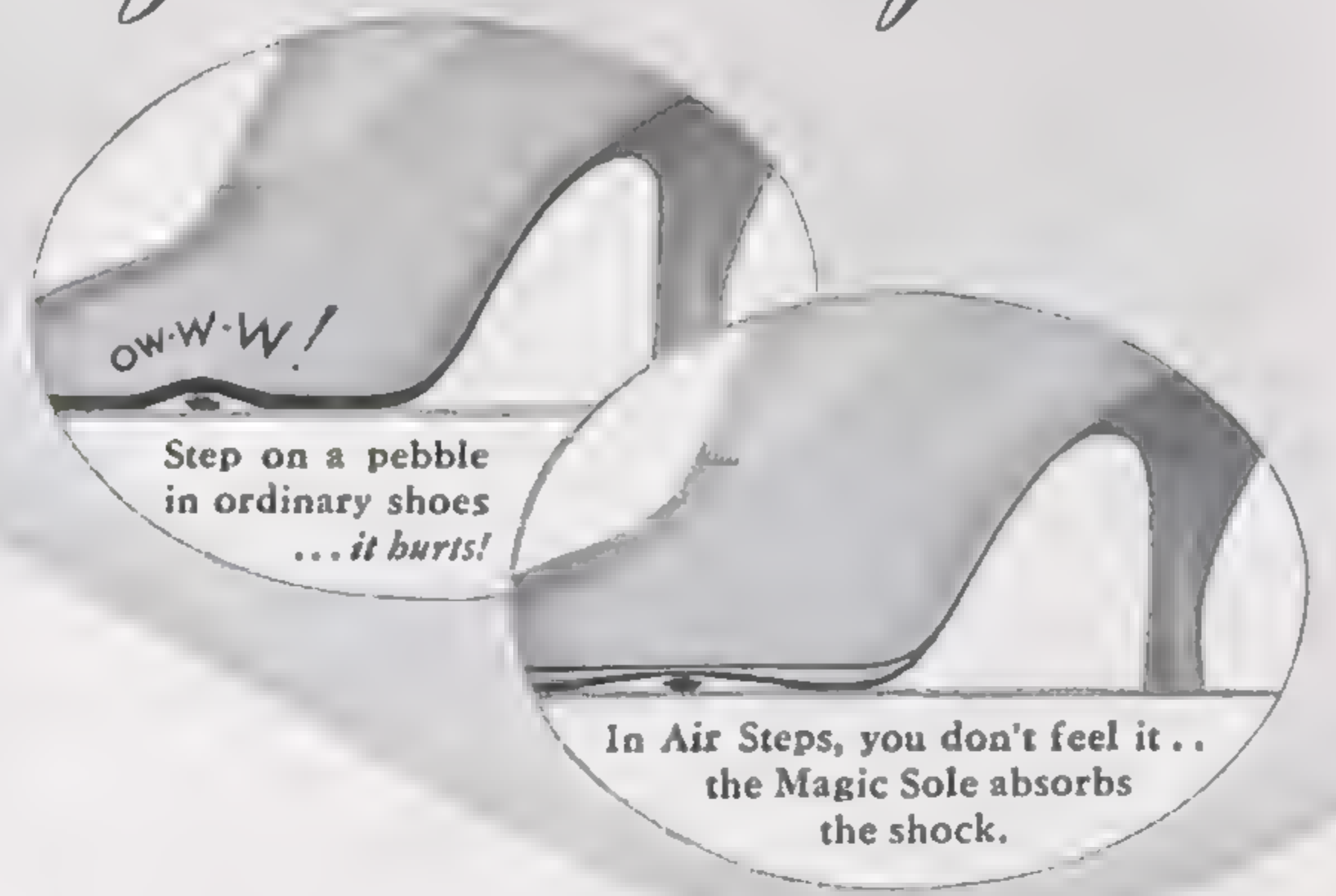
Modes are sold exclusively in NEW YORK by ARNOLD CONSTABLE,
in PHILADELPHIA by GIMBELS, and in PITTSBURGH by GIMBELS

Abilene, Texas	Ernest Grissom's	Lexington, Ky.	B. B. Smith
Atlanta, Ga.	Rich's	Lima, Ohio	R. T. Gregg Co.
Allentown, Pa.	H. Leh	Little Rock, Ark.	Pfeifer Bros.
Augusta, Ga.	Saxon-Cullum	Los Angeles, Calif.	Broadway Dept. Store
Austin, Tex.	E. M. Scarbrough & Sons	Marietta, Ohio	Otto Bros.
Baltimore, Md.	Schleisner Co.	Martinsburg, W. Va.	M. Cohen & Son
Baton Rouge, La.	Dalton Co.	Mt. Vernon, Ohio	J. S. Ringwalt
Birmingham, Ala.	Burger-Phillips	New Kensington, Pa.	Silverman's
Bloomington, Ill.	W. H. Roland	New Orleans, La.	Maison Maurice
Boise, Idaho	The Mode, Ltd.	Oklahoma City, Okla.	John A. Brown Co.
Bozeman, Mont.	Riddles	Portland, Ore.	Lipman, Wolfe & Co.
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Galveston, Tex.	Robt. I. Cohen	Topeka, Kansas	The Crosby Bros. Co.
Great Falls, Mont.	Paris Dry Goods	Trenton, N. J.	Yard's Store
Gulfport, Miss.	Geo. E. Northrop Co.	Tulsa, Okla.	Brown-Dunkin Co.
Hamilton, Ohio	Robinson-Schwenn Store	Uniontown, Pa.	Wright-Metzler Co.
Hartford, Conn.	Siegel's Shop	Utica, N. Y.	D. Price & Co.
Hazleton, Pa.	Hyman's	Washington, D. C.	The Hecht Co.
Helena, Mont.	New York Dry Goods	Washington, Pa.	Caldwell's
Hilo, Hawaii	E. N. Holmes	Waterbury, Conn.	Worth's
Houston, Texas	Foley Bros. D. G. Co.	West Chester, Pa.	Mosteller's
Jackson, Miss.	R. E. Kennington Co.	Wichita, Kan.	The Rorabaugh D. G. Co.
Johnson City, Tenn.	King's, Inc.	Wilkes-Barre, Pa.	Fowler, Dick & Walker
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For information regarding Carolyn Modes, write National Modes, 130 W. 31st St., N. Y. C.

YOUR FEET IN FASHION

AND *Magic in your Step!*



Dianne
ILLUSTRATED ABOVE



Fay



Fernwood

Most Styles
\$6⁰⁰

SLIGHTLY HIGHER IN FAR WEST



Stroller

Air Step Shoes set the fashion pace for the new Fall season... with styles that reflect perfection in designing — beautiful yet wearable materials — faultless workmanship — and Magic Soles with tiny invisible air spaces to prevent jarring, nerve-jangling shocks and put pleasure into walking, working, being on your feet. For smartness and sheer comfort, wear Air Steps for every occasion.

Whether you want suede or gabardine — kid, calf or patent — contrastingly trimmed or plain — black or colors — low heels or high — step-ins or oxfords — high front or low — you are certain to find the style to please your fancy and the fit to suit your foot in Air Steps. Brown Shoe Company, Manufacturers, St. Louis.

Also makers of Air Step Shoes for men and Buster Brown Shoes for boys and girls.

AIR/STEP



Soft and Alluring as Rose Petals
THE NEW PHOENIX

*Vita-Bloom**

HOSIERY



Look at it. Feel it. Wear it.

As new as tomorrow's dawn... Vita-Bloom captures the radiance of flower tones... giving life to your legs. Rare, flattering softness... entrancingly dull and sheer... blending suavely with every costume. Vita-Bloom has a liveliness... a loveliness... that will capture your admiration at a glance.

I M P O R T A N T

The unusual thread vitality of Vita-Bloom tends to guard the life of this new hosiery.

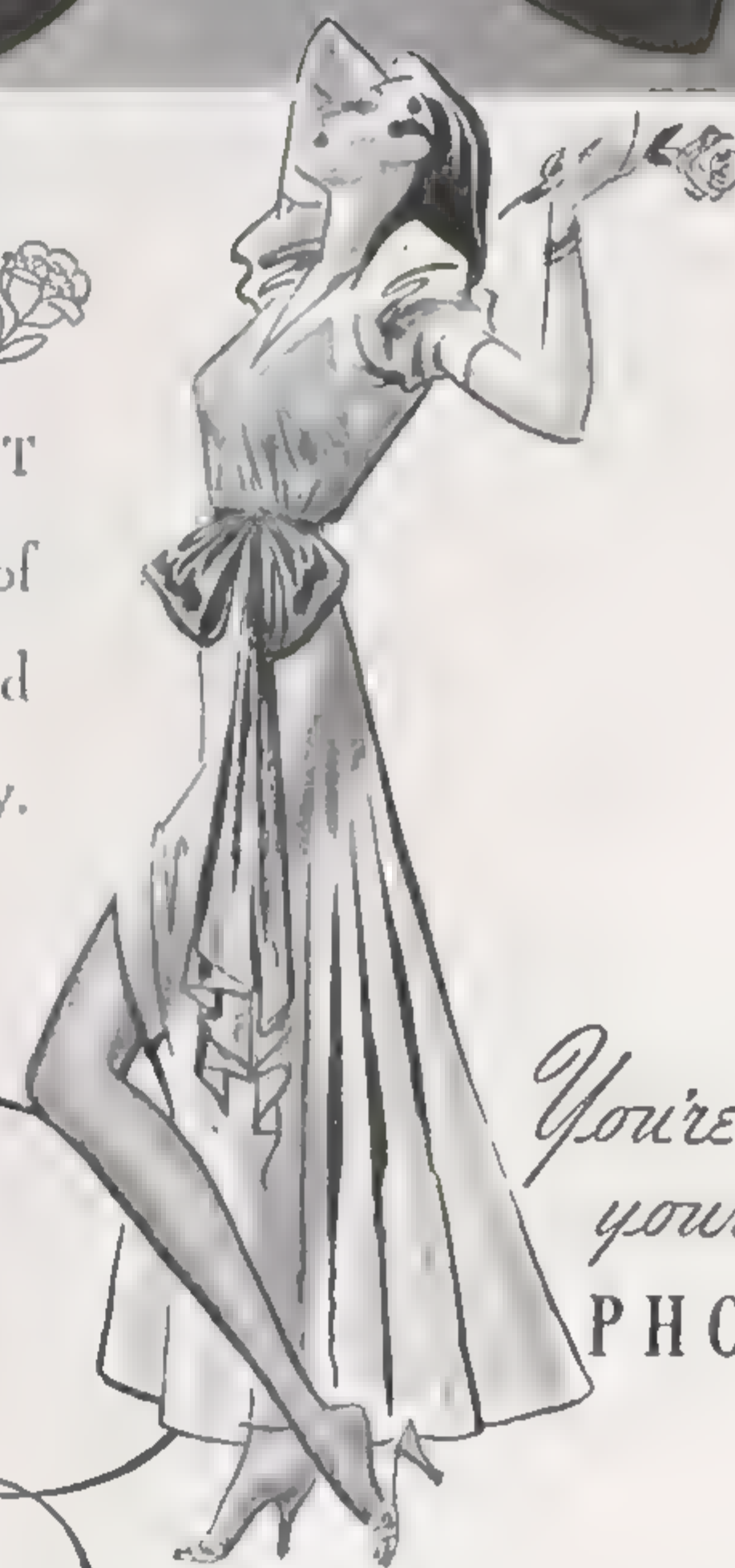
*This patented process
exclusive with Phoenix

PHOENIX

Vita-Bloom

GLORIFIED WITH THE PETAL FINISH

HOSIERY



*You're sure of
yourself in*
PHOENIX

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Only Fashion Plate Shoes are Autographed

... BY NEW YORK STYLISTS

● Wear shoes that fashion authorities say are the style leaders of the season! Fashion Plate shoes . . . autographed for their advance fashion ideas, beauty of line and quality . . . by leading New York style specialists. This is a definite assurance of shoe styles that are fashion-right companions for the newest trends in dress. Look for the autographs stamped on the insoles of Fashion Plate shoes. America's only style-autographed footwear. Sold at one leading store in a city. Write us for the name of the dealer nearest you.



Evelyn Ziniti

DAYTIME STYLES

Miss Ziniti's distinction as a fashion designer makes her a real authority on style. Her choice of Fashion Plate models gives you a variety of styles . . . suitable for every daytime costume . . . with her autographed assurance that there's nothing smarter in footwear fashion!



Baroness Cacace

AFTERNOON DRESS STYLES

Schooled in the elegance of Paris style salons . . . where Baroness Cacace won distinction with one of the leading couturiers . . . her autograph assures you style leadership in Fashion Plate shoes for dressy afternoon.



Ruth T. Kerr

SPECTATOR SPORT STYLES

Miss Kerr's genius for forecasting the important style trends means spectator sport shoes that will be ahead of the mode for months to come! Look for her autograph stamped on the insoles of Fashion Plate spectator sport shoes.



Just Look for Styles
Autographed
by these Outstanding
Stylists . . .

A NEW GUIDE TO AUTHENTIC
SHOE FASHION

*Fashion
Plate*

SOLD EXCLUSIVELY UNDER
THIS LABEL

Most Styles \$8.75
Slightly Higher West
of the Rockies

Made by
JOHNSON, STEPHENS & SHINKLE SHOE CO.
St. Louis, Missouri

Today
the Curtain Rises
ON THE PEN OF
HIGHEST PEDIGREE...



A New and SUPERLATIVE Model of the Revolutionary Vacumatic

PARKER'S SPEEDLINE MAJOR and MAXIMA, \$8.75 and \$10

Attend Original Showing August 15 to September 15 —
Start Fall Earning or Learning on a New High Plane

*New Speedline Shape
with enlarged
Ink Capacity.
Self-governed Flow,
33 1/3% More Gold,
and of course
Parker's smartly
laminated Pearl
and Jet Style,
and Full Television
Ink Supply*

TODAY there takes place at all good pen counters the curtain-raising on the king of all pens — the new Parker Speedline Vacumatic, in three sizes.

A conquering Pen is this, because it never starts anything for you that it cannot finish.

For example, it gives you continuous year-round mileage if you merely fill it 3 or 4 times from one birthday to the next. Eight or ten fleet seconds does the trick.

When held to the light its transparent laminations show the ink level at all times. Hence you can refill at any odd moment, so it won't run dry.

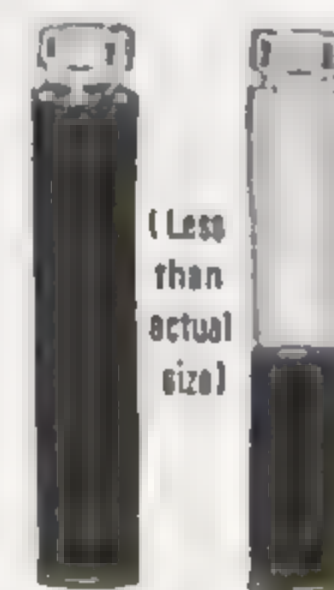
A wholly original and exclusive Style

— shimmering Pearl and Jet — now with restful Speedline shape, smartly laminated.

Not merely a 1938 style, but also a 1938 mechanism! A simple recoiling Diaphragm replaces the old-time rubber ink sac and lever filler still found in ordinary pens. The flow is automatically governed regardless of your writing speed. And every Parker Vacumatic is GUARANTEED mechanically perfect, with no coddling asked or expected.

By all means see this pedigreed Beauty at once at any good store selling pens. The Parker Pen Company, Janesville, Wis.

Makers of Parker Quink, the amazing new ink that cleans a pen as it writes. 15c, 25c, and up at any store selling ink.



HOLDS 102% MORE INK
THAN OUR FAMOUS DUOFOLD

\$7⁵⁰
8⁷⁵
10

Parker

Speedline VACUMATIC REG. T.M.

GUARANTEED MECHANICALLY PERFECT

Junior or Juniorette, \$5 • Standard or Slender Standard, \$7.50 • Speedline Major, \$8.75
Speedline Maxima or Senior Maxima, \$10 • Pencils to match, \$2.50, \$3.50, \$3.75 and \$5

Carolyn's

College Flight makes a casual three-point landing

★ Carolyn hits the campus, casual side up, in Brittany woolens.

Point 1, soft camel's hair, traditional as ivy. Point 2, the belted, raccooned coat of Fredessa, with the pivoting hemline. Point 3, a furred three-piece suit of imported tweed. All points worth remembering, whether or not you will fly to college on an American Airlines Flagship, as did these collegiennes.

left to right... 69.75 79.50 39.75

Hats by Harryson



Carolyn's

Modes are sold exclusively in New York by ARNOLD CONSTABLE, in PHILADELPHIA by GIMBELS, and in PITTSBURGH by GIMBELS

Atlanta, Ga. Rich's
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Baltimore, Md. . . . Schleisner Co.
Baton Rouge, La. . . Dalton Co.
Birmingham, Ala. . . Burger-Phillips
Bloomington, Ill. . . W. H. Roland
Boise, Idaho . . . The Mode, Ltd.
Bozeman, Mont. . . Riddle's
Charleston, W. Va. . . The Diamond
Colorado Springs, Colo. . Kaufman's
Columbia, S. C. . . Kohn's
Columbus, Ohio . . The Fashion Co.

Cumberland, Md. . . . Martin's
Dallas, Texas . . . A. Harris & Co.
Danville, Ill. . . . Meis Bros., Inc.
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Davenport, Iowa . . M. L. Parker Co.
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El Paso, Texas . . Popular D. G. Co.
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Fort Worth, Texas . . Monnig's
Galveston, Texas . . Robt. I. Cohen
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Hamilton, Ohio Robinson-Schwenn Store

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Lansing, Mich. . . J. W. Knapp Co.
Lexington, Ky. . . B. B. Smith Co.
Lima, Ohio . . . R. T. Gregg Co.
Little Rock, Ark. . . Pfeifer Bros.
Los Angeles, Calif. Broadway Dept. Store
Martinsburg, W. Va. . M. Cohen & Son
Mt. Vernon, Ohio . . J. S. Ringwall

New Kensington, Pa. . . Silverman's
New Orleans, La. . . Maison Maurice
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Salt Lake City, Utah . . Auerbach Co.
San Francisco, Calif. . . Hale Bros.
San Jose, Calif. . . . Hale Bros.
Savannah, Ga. . . . Leopold Adler
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Seattle, Wash. . . Best's Apparel, Inc.
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Spartanburg, S.C. . . Aug. W. Smith Co.
Springfield, Ill. . . . Roland's
Springfield, Mass. Forbes & Wallace, Inc.

Springfield, Ohio . . The Ed Wren Store
Terre Haute, Ind. . . . Meis Bros., Inc.
Topeka, Kan. . . The Crosby Bros. Co.
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Tulsa, Okla. . . . Brown-Dunkin Co.
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Washington, D. C. . . The Hecht Co.
Washington, Pa. . . . Caldwell's
Waterbury, Conn. . . . Worth's
West Chester, Pa. . . Mosteller's
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Wilkes-Barre, Pa. Fowler, Dick & Walker
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•Reg. U. S. Pat. Off.

Active Moderns!



FOR MODERN YOUTH . . . on the campus, for sports, in town and country . . . Active Moderns were created. Within their swank lines are hidden the famous Selby Arch Preserver comfort features, assuring carefree feet today, pointing them toward a lifetime of healthy tomorrows. The \$8⁷⁵_{and up} Selby Shoe Company, Portsmouth, Ohio





Neck drapery that is a bow, a Maggy Rouff idea.

Inspired by Lanvin, flower applique in black patent.

Softly gathered drapery, adapted from Bruyere.

...your new dress turns to the charm of simplicity and good lines. Turns to such a sparkling fabric as the new crepe Scintilla...to black and fall colors of brown, musketeer rust, deep dale green, praline and blue bird. Scintilla is a fabric creation of **CROWN** and **SERACETA**, the NEW Rayons of Fashion, **CROWN TESTED** for dry cleanability and superb wearing qualities. Sizes 12 to 20. Priced under \$20.

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*This Tag identifies the genuine
CROWN tested fabric*

at **FRANKLIN SIMON, New York**, and the following stores: Whitehouse D. G. Co., Beaumont, Texas; Graham Bingham Co., Boise, Idaho; Miller Bros. Co., Chattanooga, Tenn.; J. M. Dyer Company, Corsicana, Texas; The Home Store, Dayton, Ohio; Ellis, Stone & Co., Durham and Greensboro, N. C.; Hersberg's Dept. Store, Enid, Okla.; R. E. Cox D. G. Co., Fort Worth and Waco, Texas; McBride's, Galveston, Texas; H. Gordon & Sons, Gary, Indiana; Meyers, Arnold Co., Greenville, S. C.; Pegues, Wright D. G. Co., Hutchinson, Kan.; Efroymson & Wolf, Indianapolis, Ind.; Miller's, Inc., Knoxville, Tenn.; Watt & Shand, Lancaster, Pa.; Aug. C. Richter, Inc., Laredo, Texas; A. D. Weaver, Lawrence, Kan.; Feldman's Inc., Lima, Ohio; Hemphill Wells Co., Lubbock and San Angelo, Texas; John Gerber Co., Memphis, Tenn.; Reiss Bros., Mobile, Ala.; Cain-Sloan Co., Nashville, Tenn.; Smith & Welton, Norfolk, Va.; McAtee, Lyddane & Ray, Owensboro, Ky.; The Newport, Pasadena, Calif.; LaMode, Pensacola, Fla.; Roberts Bros., Portland, Ore.; Gilbert-Stephens Co., Princeton, Ind.; Crews-Beggs Dry Goods Co., Pueblo, Colo.; Miller & Rhoads, Inc., Richmond, Va.; Rubenstein Bros. Inc., Shreveport, La.; The Palace Store, Spokane, Wash.; The McCord Co., Terrell, Texas. For the name of the store in your city write to Elynor Fashions, 225 W. 34th Street, New York City.

"A FABRIC CREATED OF CROWN RAYON . . . IT'S TESTED!"



DRESS BY HATTIE CARNEGIE

Hattie Carnegie
INC.

Internationally famous New York couturiere, says: "The woman who achieves true smartness chooses her stockings with the greatest of care. Their contribution to the success of the ensemble cannot be underestimated."

Sheerer . . . longer wearing . . . smarter. Berk-twist Stockings bring smart beauty to your ankles and to your mind a new conception of wear . . . for Berkshire discovered how to give the silk yarn a new twist that makes for greater sheerness . . . more elasticity . . . longer wear. Clear, beautiful colors that will provide just the right costume accent . . . sturdy strength to withstand the varied activities of a busy day. Choose Berk-twist Stockings . . . and look your smartest.

BERKSHIRE KNITTING MILLS, READING, PA.

2-thread for evening wear, with your dancing slippers. **3-thread** for afternoon, with pumps or sandals. **4-thread** for street and business, with daytime shoes.

Berk twist

the sheer crepe stocking
by Berkshire

RATE YOUR COLLEGE WARDROBE

...zero minus, if it doesn't include one of these Botany Flannel Robes. There is no substitute! Cold winter nights at school will be warmer and cheerier because of them. Your roommate will welcome the new and glamorous you. Each one of these specially designed styles has the Botany label. Look for it. It is your guarantee that you are buying the finest quality flannel on earth. If you don't find these styles at your favorite store, write directly to Botany.

Has grosgrain ribbon in gay, contrasting color with center slide fastener. In navy and green, wine and dusty pink, Lucerne blue and navy.



Smartly-piped convertible neckline, cuffs and pockets. Broad shouldered sash. In Wedgwood blue, raspberry, royal, navy, aqua.

Strikingly paneled and closed from collar to hem with a slide fastener. In black and beige, black and aqua, Bordo wine and dusk rose, navy and Como blue.

Has the new corseted waistline that Paris launched for Fall. In raspberry, royal, dusty and Wallis blue.

Botany
Flannel



Two-toned panels to make you look very tall. A striking princess model. In light and dark blue, red earth and light rose, light turquoise and peacock blue.

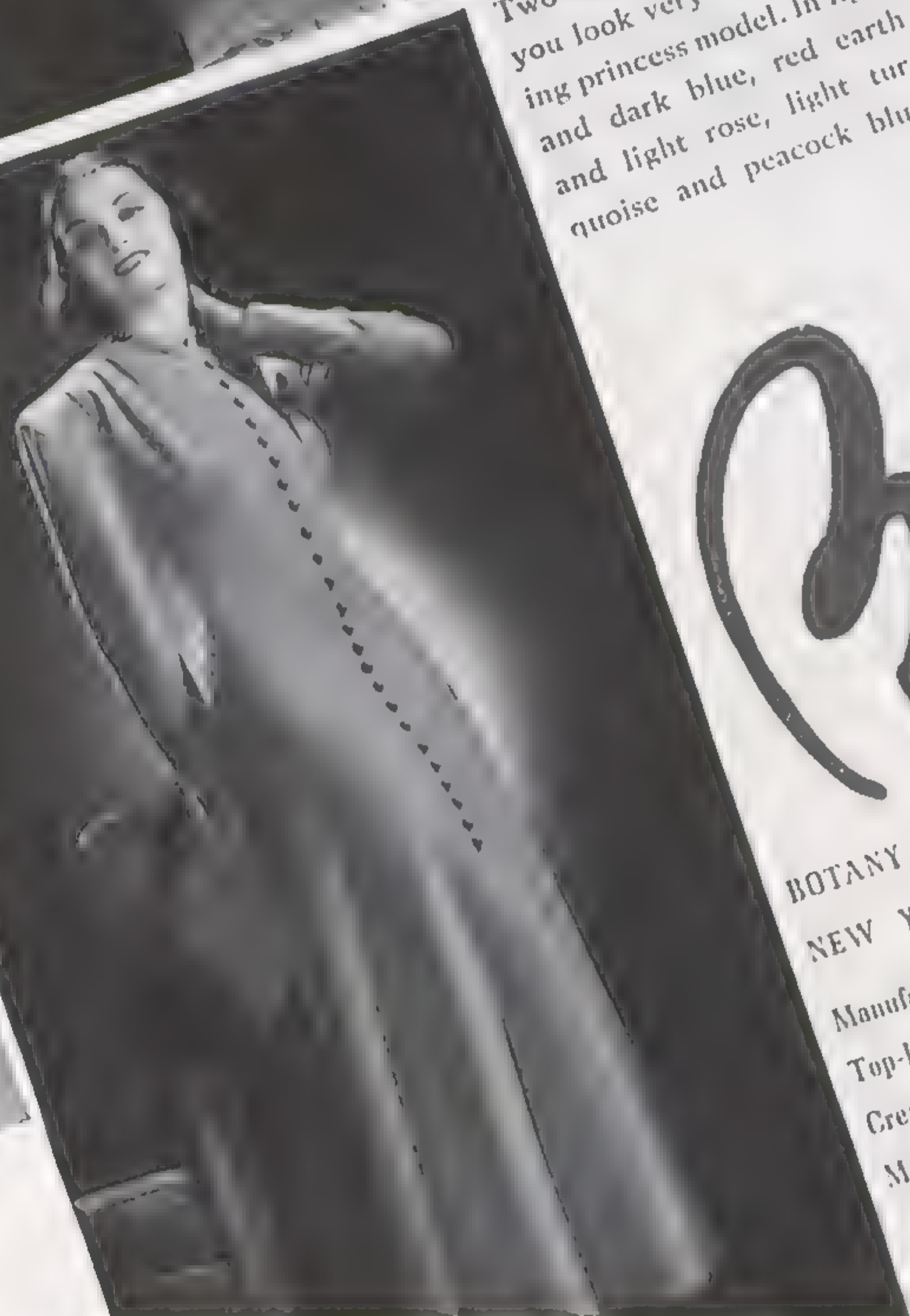
A convertible closing unbuttoning into wide and flattering revers. Talon-fastened skirt. Ashes of rose, aqua, strawberry, royal blue, Como blue, light wine.

Botany
FLANNEL

BOTANY WORSTED MILLS: PASSAIC, NEW JERSEY
NEW YORK SHOWROOMS: 1450 BROADWAY

Manufacturers of Fabrics for Women's Wear and Men's Wear
Top-Dyed Yarns for Hand Knitting

Creators of the Botany Tie
Makers of the Botany Robe for Men



Top to Bottom:

SHAWNEE:
*Unlined Bucko in Black,
Brown or Grey;
Calf in Black
or Brown.*

SCOTTIE:
*Unlined Bucko in
Brown with
multi-color
bandings.*

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*Unlined Bucko in
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Youthful... gay... spirited... Collegebreds, the casual shoes the young-hearted adore for their different detail, their casual smartness. Because they are unlined and created with "your footprint in leather", they are kind to your feet, regular "softies" that are easy to wear even after a foot-loose, sandaled summer! Collegebred Shoes at \$8.95 and up. E. P. Reed & Company, Rochester, New York. Collegebred Style Studio, 47 West 34th Street, New York City.

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CREATED BY REED

du pont rayon *Majors*

Green is a good course

DU PONT SPUN RAYON

but divine this

M. about HOPSACKING

TWO IN HOPSACKING of Du Pont Spun Rayon. This is a new version with wisps of contrast color running through it. Both dresses are from BEST & CO.

... in Fun.. Football.. Fraternity Dances

"Cute Clothes," to borrow an *All-American campus phrase*, in the majority of cases owe their personality to one or many of Du Pont's beautiful rayon yarns. Fabrics included in the new collections run the gamut . . . from woolish, British, tweedish weaves to such glamour schools as the new crush-resistant velvets, swish taffetas, and slink satins. * * * Du Pont Rayon is known as America's fashionable rayon. You wear it constantly and love it, because it makes any fabric more interesting. Ask smart shops for their new clothes curriculum in Du Pont Rayon. We show a wardrobe from **BEST & CO. . . . Fifth Avenue . . . NEW YORK**

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RAYON ALPACA FOR CAMPUS FLIRTATIONS



CRISP RAYON TAFFETA FOR FRATERNITY DANCES



"WALTER WANGER'S VOGUES OF 1938" SETS



Horizontal tucks mold the figure in flattering manner in this dress of Fieldcrest Downylaine, a new wool crepe that's as soft to wear as it's lovely to behold. Under \$25.



Dress of Fieldcrest Heatherlaine, a famous basket weave wool, topped with a jacket of Fieldcrest Swaggernuh, a new nubbed plaid. Wool cords form the smart details. Under \$25.

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Coming soon—one of the most spectacular Technicolor pictures of the year, "Walter Wanger's Vogues of 1938". Coming soon—some of the most inspired and prophetic clothes of the season, clothes designed for the picture by a master hand and worn by "the most photographed girls in the world". When you see the picture and covet the clothes, remember that they're waiting for you in some shop very nearby. You'll find them interpreted in Fieldcrest fabrics of beauty and distinction. Which is as it should be. For Fieldcrest is known for superlative fabrics just as Wanger is known for superlative entertainment.

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All three costumes from these and other fine stores throughout the country:

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Blue Ribbon Shoemakers, Department D, St. Louis.

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Two feet from happiness
WEAR Naturalizers



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Dazzle your room-mates and comfort yourself with Kayserette* Sleepers...of silky-soft cotton as warm as eiderdown. New Fall semester styles smartly edged with angora—mighty practical, too. Colors: peach, blue, melon. Regular sizes, \$2. Bedjacket, \$1.50.

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Select your coat wisely — and get the whole story on the fabric before you buy. Make it the friendliest and smartest coat you've ever put in your wardrobe. Save hours and weeks of search by going directly to your favorite store (as listed) and asking to see these styles in Stroock Fairamour Llama. Ask your father or beau about llama. It is one of the precious coatings... woven by that fabric genius, Stroock, and blended of the finest llama yarns... entirely in a class by itself. You'll find these coats in polo tan, bronze gold, balsam green, wine and afrique brown.

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LOVELY LADY, discover all the secrets of grace in walking and standing, the secrets of *true* poise. The

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Case History of a College Figure

Mary went off to college...a bouncing belle. Good frame, good lines but definitely bouncy as to front and rear curves. Waistline nothing to speak of. Clothes inclined to bagginess. Decidedly lacking in flair.

Mary came home for Christmas...a streamlined sylph. The same good frame, the same good lines but trimmed and sleeked and straightened. Absolutely no bounce. And what a waistline! The same clothes but what a difference in the wearing. Senior smoothness in one short semester!

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Why not write today for the name of the store nearest you. And for our inform-ative little booklet showing new Vassarettes for all figures, yours and your mother's! Priced from \$5 to \$15. Vassar Company, 2503 Diversey Parkway, Chicago.

Underneath it all...A Vassarette

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A black and white photograph of three women in 1930s fashion. One woman stands on the left in a long, textured coat and hat. Another woman stands on the right in a dress and hat. A third woman is seated in the foreground, wearing a dark dress. They are on a beach with a palm tree in the background.

Campus Fashions... IN THE

California
FASHION
PREVIEWS

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California Fashion
Previews

TOM KELLEY

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CALIFORNIA MANNER

Selected by these outstanding California Stylists...



California Fashion Previews' Style Selection Committee, comprising fashion advisers to many of the country's most smartly garbed women, chooses this back-to-school wardrobe, designed and created in California... clothes that are refreshingly casual as 1938's collegiennes demand... clothes whose fabrics and colors harmonize so that they can be combined in a host of ways: *Left:* tweed coat, manish even to its rightward buttoning... \$35.00. *Center:* a sweater-skirt trio... the coat sweater (\$5.95) and flannel skirt (\$6.95) match... the slip-on sweater (\$3.95) contrasts. *Right:* flattering frock of silk-tweed... \$22.75.

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CALIFORNIA FASHION PREVIEWS
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BETTER STORES

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You can simplify your shopping and learn more about many products advertised in Vogue by writing to the addresses listed below for these booklets. They're all free unless otherwise indicated.

Beauty

WHAT SHADE NAIL POLISH? Revlon comes to the rescue answering this baffling question with a chart that tells you what shades to wear with various costume colours. This chart emphasizes the importance of nail polish as a style accessory. REVLON NAIL ENAMEL CORPORATION, DEPT. V, 125 WEST 45 STREET, NEW YORK, NEW YORK.

CHANEL—the Chanel perfumes, created by the famous French couturière, are described in a beautiful little booklet. Besides describing the perfumes, it tells you many interesting things about the life and career of their originator. CHANEL, DEPT. V, 35 WEST 34 STREET, NEW YORK, NEW YORK.

BEAUTY AIDS, by Daggett and Ramsdell, is an informative booklet that gives you the essentials for achieving beauty—keeping your skin smooth, soft and firm, and using make-up correctly. DAGGETT AND RAMSDELL, DEPT. V, 2 PARK AVENUE, NEW YORK CITY.

DOROTHY GRAY MAKE-UP FOLDER. The basis for Dorothy Gray's make-up is the colour of your lips and skin, and there are three types of colouring—orange-red, blue-red and red-red. Her chart shows just which foundation, powder and rouge and lipstick to use for each type. DOROTHY GRAY, DEPT. V, 683 FIFTH AVENUE, NEW YORK CITY.

ROUGE GUIDE—Lady Esther will send you a new booklet telling you how to select the correct shade of rouge and how to apply rouge correctly. She has twelve photographs of different shaped faces, showing the method of application for each. LADY ESTHER, DEPT. V, 2012 RIDGE AVENUE, EVANSTON, ILLINOIS.

COSMETICS FROM TROPICAL FRUITS. Sunclyme is a new cosmetics line made from sun-ripened tropical fruits. The four preparations and their ingredients are discussed in an interesting booklet. SUNCLYME DIVISION, NATIONAL TOILET CO., PARIS, TENN.

Hobbies

BICYCLING—"Smart Riders" is an interesting little book that gives rules for bicycle riders to observe. CYCLE TRADES OF AMERICA, DEPT. V, 122 EAST 42 STREET, NEW YORK CITY.

PICTURE TAKING AT NIGHT is Eastman's booklet that gives you some valuable instructions on how to get the best night pictures both indoors and out. There are many fine examples of photographs taken at night—in the moonlight, on the street, around a campfire and before the fire at home. EASTMAN KODAK COMPANY, DEPT. V, ROCHESTER, NEW YORK.

THE ROMANCE OF NEEDLEPOINT gives the interesting background for this age-old needlework. An outline of the various needlepoint stitches makes this folder a practical guide for needlepoint work. DRITZ-TRAUM Co., DEPT. V, 11 EAST 26 STREET, NEW YORK CITY.

Silverware

THE BRIDE SELECTS HER SILVER is a new Lunt booklet that tells you how to

select silver, with illustrations of the distinguished Lunt silver patterns and price lists of each. The etiquette of marking is also discussed. LUNT SILVERSMITHS, DEPT. V, GREENFIELD, MASS.

SMART TABLE TALK is an interesting new booklet illustrating the beautiful Towle silver patterns and giving you timely "Do's and Don'ts" for entertaining. TOWLE SILVERSMITHS, DEPT. V, NEWBURYPORT, MASSACHUSETTS.

Wardrobe

YOUR TRAVEL WARDROBE—WHAT TO WEAR EVERYWHERE is a handy booklet for bewildered travelers, to help answer the question "What shall I take, what shall I pack?" There are suggested wardrobes for all parts of the world. Another booklet, "Sally's Little Green Book," lists shops in all corners of the world. Both will be sent on request. SALLY DICKSON, TRAVEL FASHION ADVISER, BONWIT TELLER, N. Y. C.

ENNA JETTICKS NEW FALL STYLES—nine new Enna Jettick shoes are illustrated to help you select the "perfect fashion partner" for each of your daytime costumes. ENNA JETTICK SHOES, INC., DEPT. V, 47 WEST 34 STREET, NEW YORK, NEW YORK.

BRANITH WARDROBE CASE. Boyle's new folder describes their Branith wardrobe case that holds eighteen dresses, and shows you how to pack them. BOYLE LEATHER GOODS, DEPT. 265, 36 EAST 31 STREET, NEW YORK CITY.

BEAUTIFOOT is I. Miller's booklet that tells you how I. Miller shoes are designed to make your feet look beautiful. Shoes are designed to dramatize and beautify the long narrow foot, the short broad one, and the fleshy foot. JOAN TRENT, I. MILLER, 450 FIFTH AVENUE, NEW YORK CITY.

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GREAT WHITE FLEET WINTER CRUISES. A new folder outlines cruises to the Caribbean and West Indies for the winter season, 1937-38. Pictures and ship plans make this folder most helpful. UNITED FRUIT COMPANY, DEPT. V, 632 FIFTH AVENUE, NEW YORK CITY.

COLOUR MAP OF MEXICO. A seven-colour pictorial map will help you plan a vacation in Mexico. Please send ten cents with your request. NATIONAL RAILWAYS OF MEXICO, DEPT. 201-X NORTH WELLS BUILDING, CHICAGO, ILL.

SARATOGA SPA. A new booklet shows the beauties of this spa and gives you information on treatments there. A list of hotels and boarding houses with rates, and a list of physicians in practice at Saratoga Spa will also be sent you. SARATOGA SPRINGS AUTHORITY, DEPT. V, 80 CENTRE STREET, NEW YORK CITY.

DUDE RANCH VACATIONS. Northern Pacific's illustrated booklet lists ranches in Montana and Wyoming. A map of the ranch country will give you a general idea of the locations of the ranches in relation to principal railroad points. NORTHERN PACIFIC, DEPT. V, SAINT PAUL, MINNESOTA.



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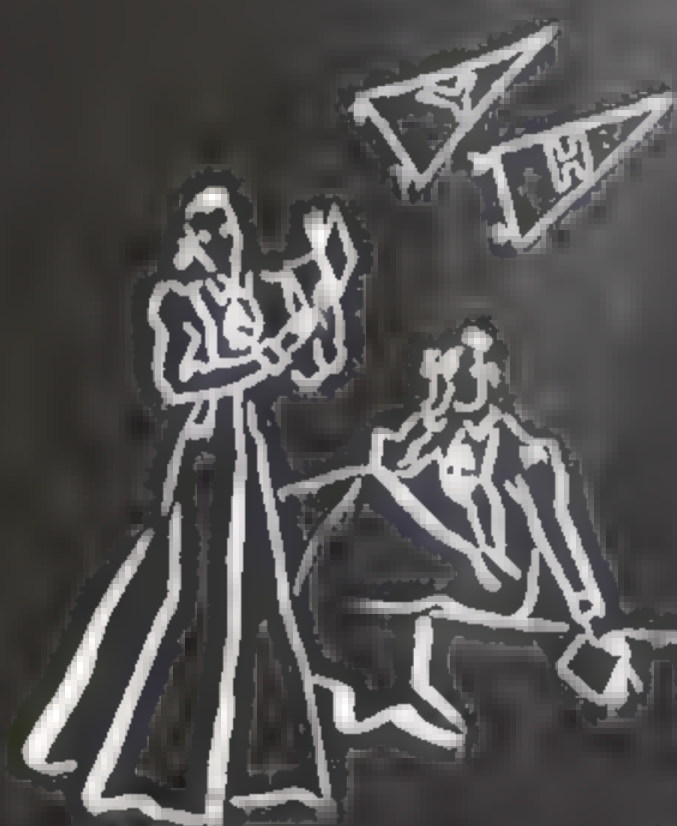
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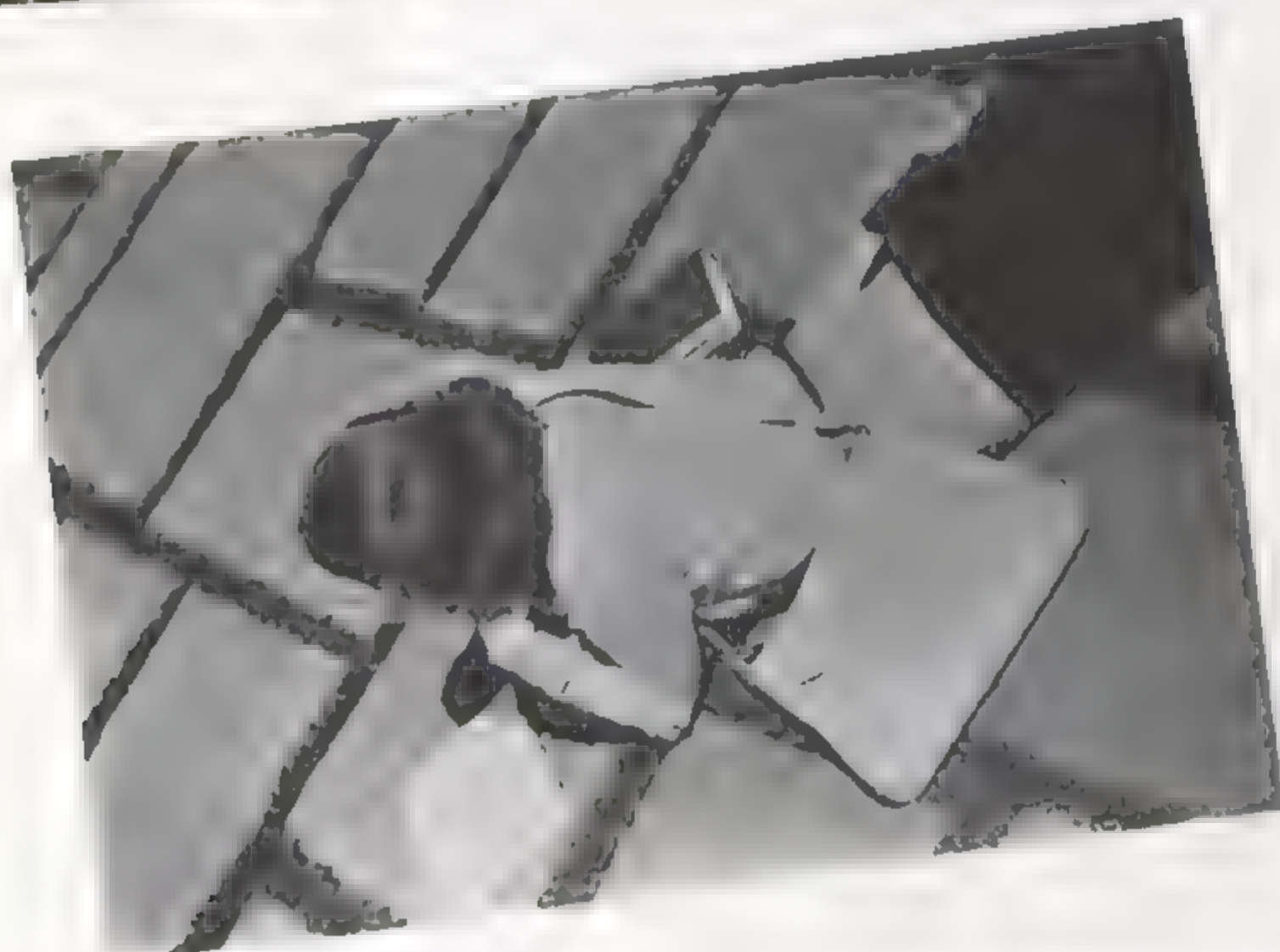
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Vogue's Ideal College Wardrobe

A representative selection of the new and exciting creations included in Vogue's Ideal College Wardrobe for 1937-1938, shown in the accompanying illustrations, is available in all of the stores listed on these pages. In addition, starting on Page 78 of this issue, Vogue's Ideal College Wardrobe is featured editorially with elaborate illustrations in both black-and-white and color. Read the inspiring descriptions; look at the fascinating pictures; and then visit your nearest store where you can actually see and try on these latest contributions to the current fashions for school and college.



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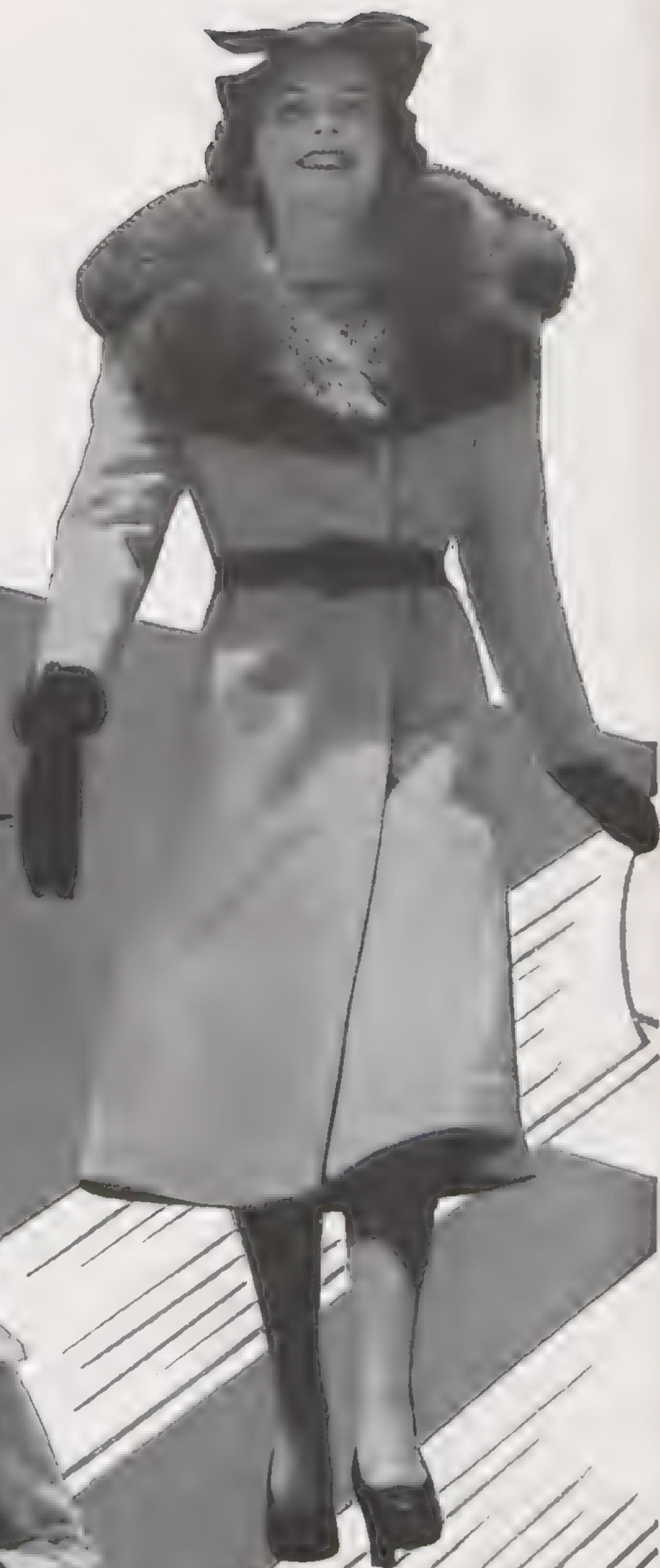
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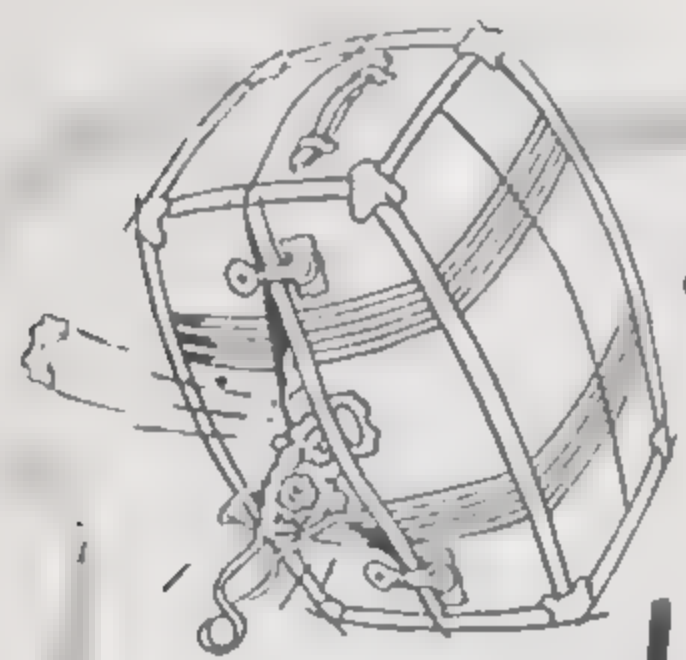
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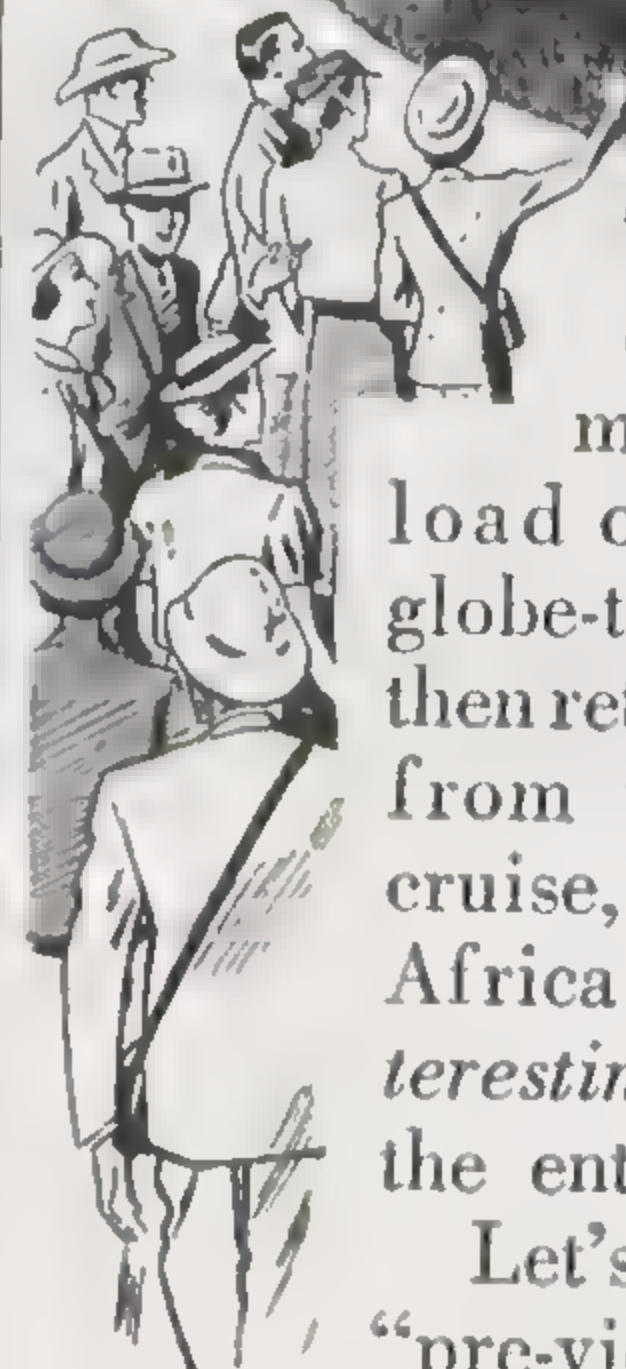
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The event will be held within the confines of Dartmouth's Davis Hockey Rink, which affords the largest indoor riding circle in northern New England. The spectator capacity is two thousand, which will include visitors from the many summer resorts in the vicinity. The entire proceeds of the show will go to the famed Mary Hitchcock Memorial Hospital Fund.

SAILING AT WINTER HARBOR, MAINE. The Winter Harbor Yacht Club, just across Frenchman's Bay from Bar Harbor, holds sailing events every Wednesday and Saturday afternoon through the month of August. The final race of this series is to take place on August 28, and will be followed by Junior races on September 1.

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Look at this list of events scheduled for the annual mid-August Tournament, and imagine the fun that both sides have. There's a shooting contest on the rifle range, and flycasting tournaments on the platform on Forest Lake. Likewise, canoe events, which include races and tilting, take place on Forest Lake. There is also log rolling, log chopping and sawing, kettle boiling, swimming races, a tennis tournament, and an archery contest. And the results aren't as one-sided as you might first think—we're told that when the final score is in the guests frequently beat the guides.

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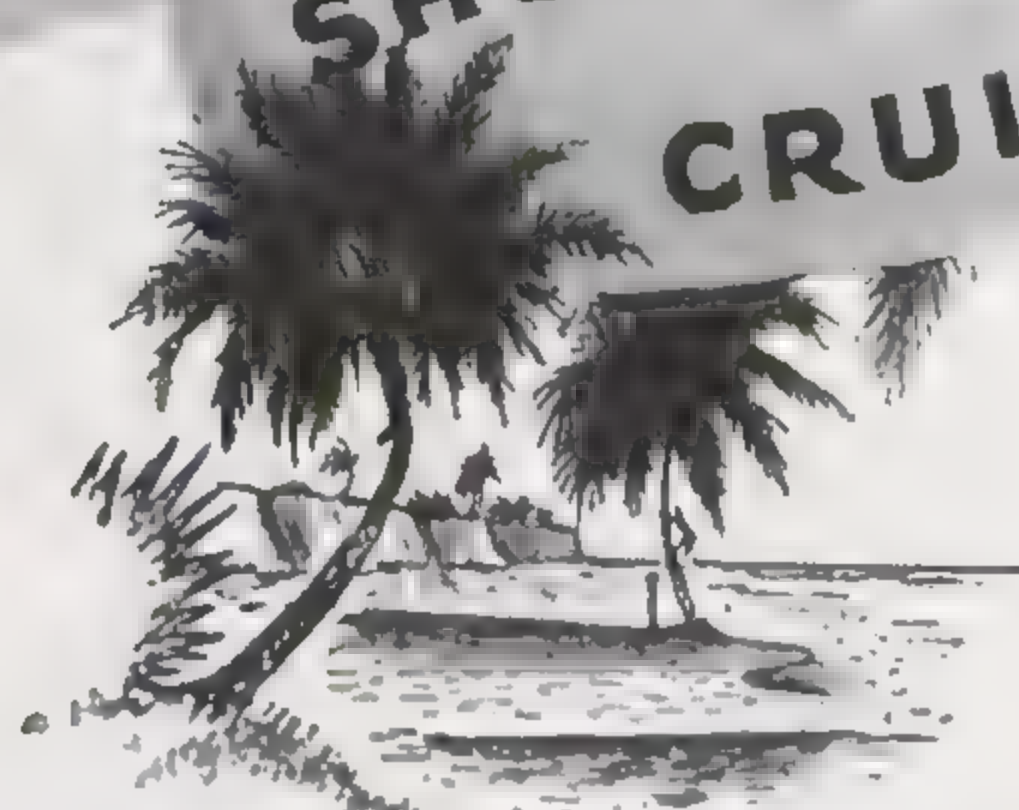
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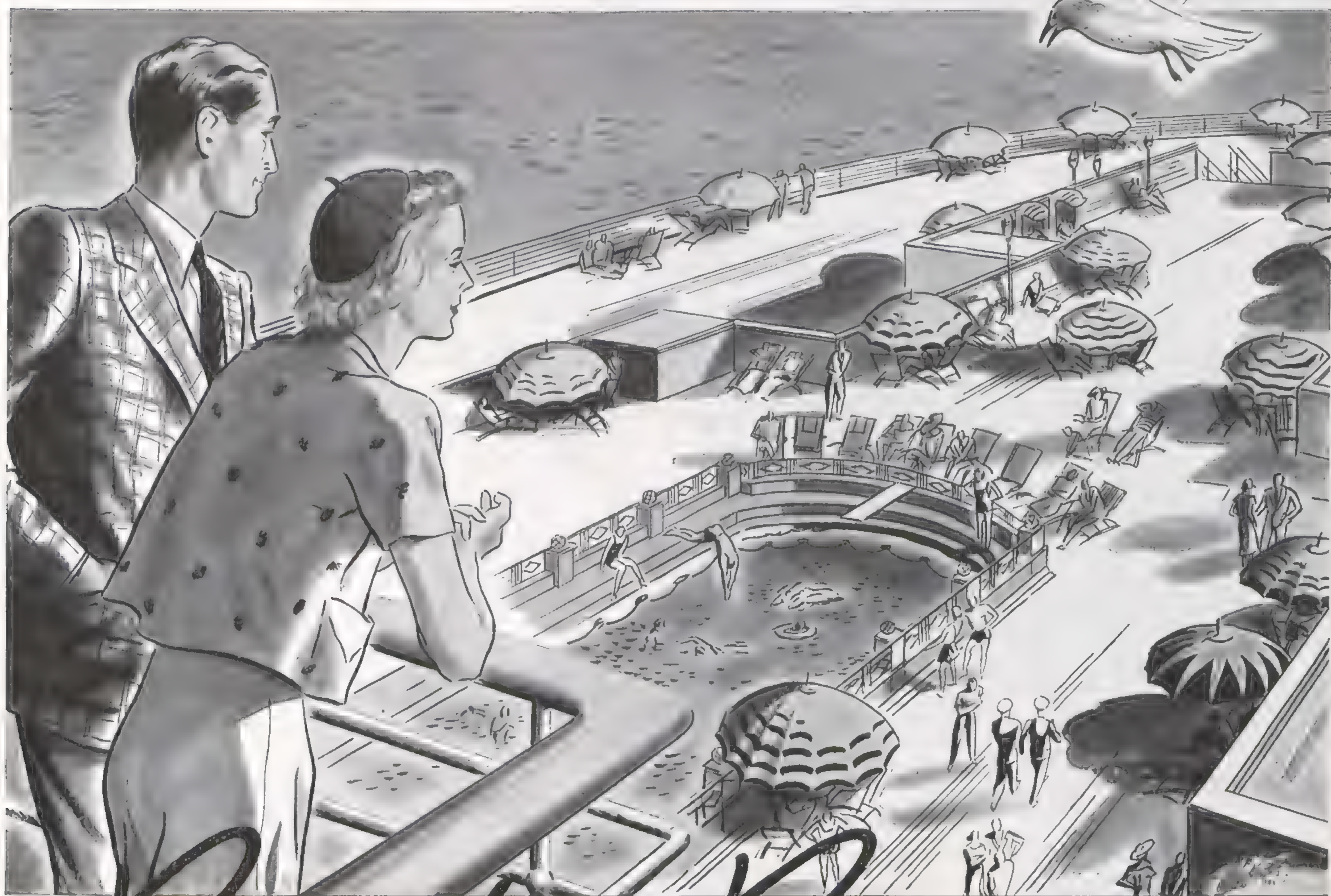
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THE GOURMET'S GUIDE

The middle of August is a time of alarms and excursions. It is also a time when almost everybody, for one reason and another, has to come to town. Some people are meeting their young, returning from camps or visits; some are outfitting their young for school or college, taking in Radio City and the Empire State Building between shopping-excursions; some are meeting boats; some are taking boats; some are doing last-minute apartment-hunting. Practically everybody is shuttling back and forth between town and country, and getting pretty hot and bothered in the process. And it is at times like this that we ought to give thanks for New York's restaurants,—those indoor and outdoor oases that offer, not only superlative food, but interludes of coolness, calmness, and detachment from the between-seasons bustle of the city. Now, when your apartment is still shrouded in cheerless dust-sheets, when the air is still hot and heavy with the fag-end of summer, is the time of all others to flee to an air-conditioned restaurant, or a table under the trees, or a roof-garden in the skies.

When the first sharp breezes of autumn materialize, the outdoor cafés will take in their striped awnings, their gay painted tables, their trees in tubs; the roof-gardens will bloom no more; the indoor restaurants will substitute scientifically heated air for scientifically cooled air. Now they're at their height; this is the time to enjoy them.

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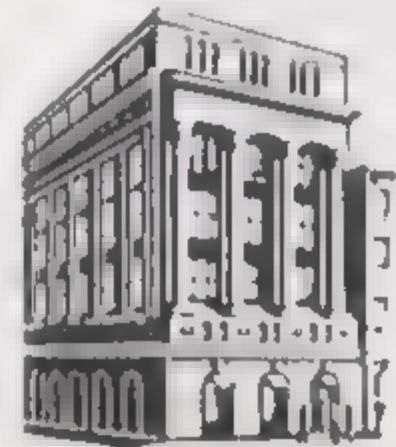
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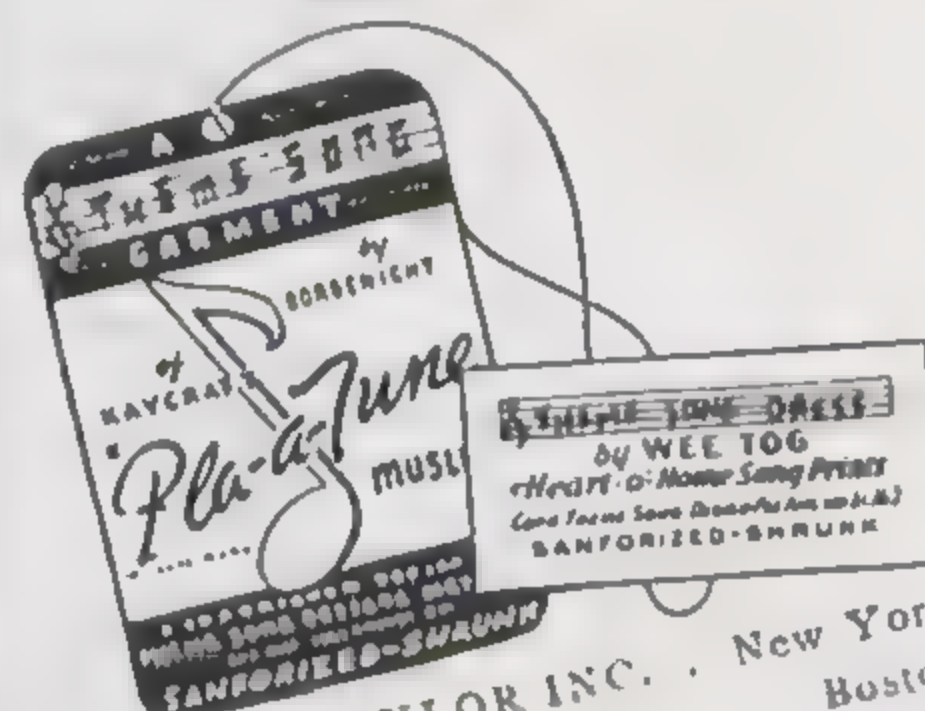


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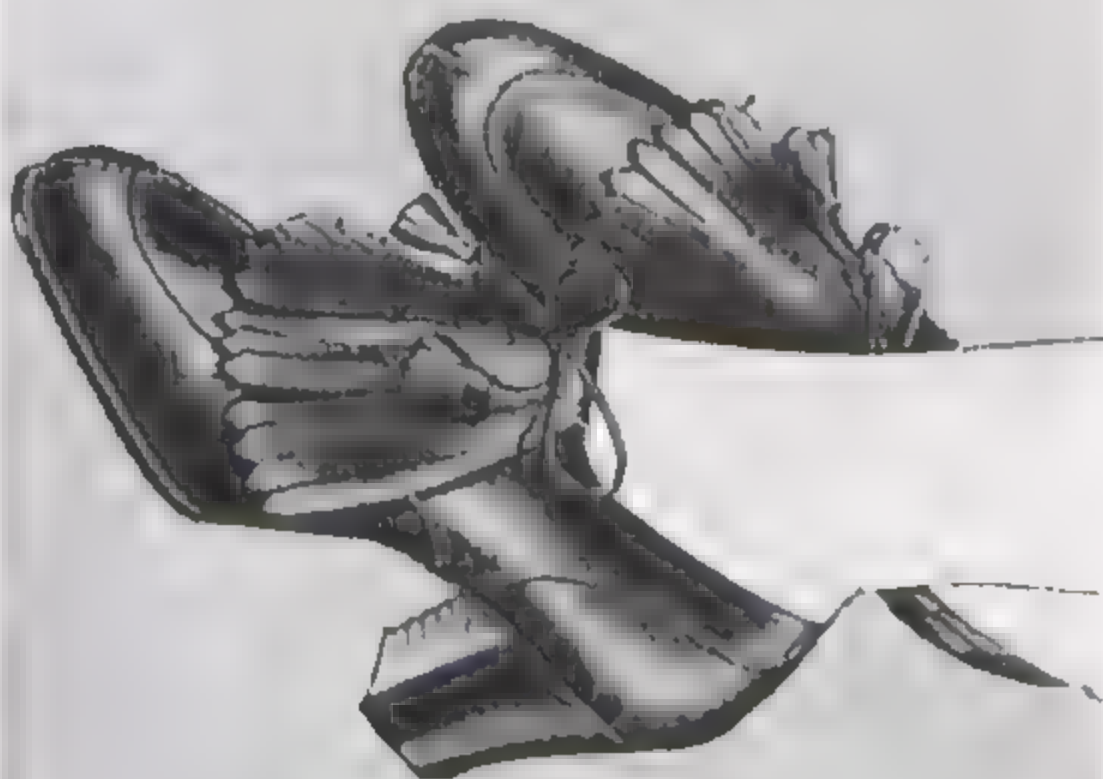
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Creole Gumbo, the Crawfish Bisque, and the same superior coffee, of which you may, perhaps, persuade Mrs. Andrews to sell you a small quantity. You can now get vintage wines and the various cooling New Orleans "cups" that belong with this food, and, on Sunday mornings, there will be breakfasts at eleven that will recall (if your memory is long enough) the long-departed Begué's. This restaurant has the secret of the famous Begué way of doing liver, New Orleans' most renowned breakfast dish, and there are hominy grits and waffles that are equally typical.

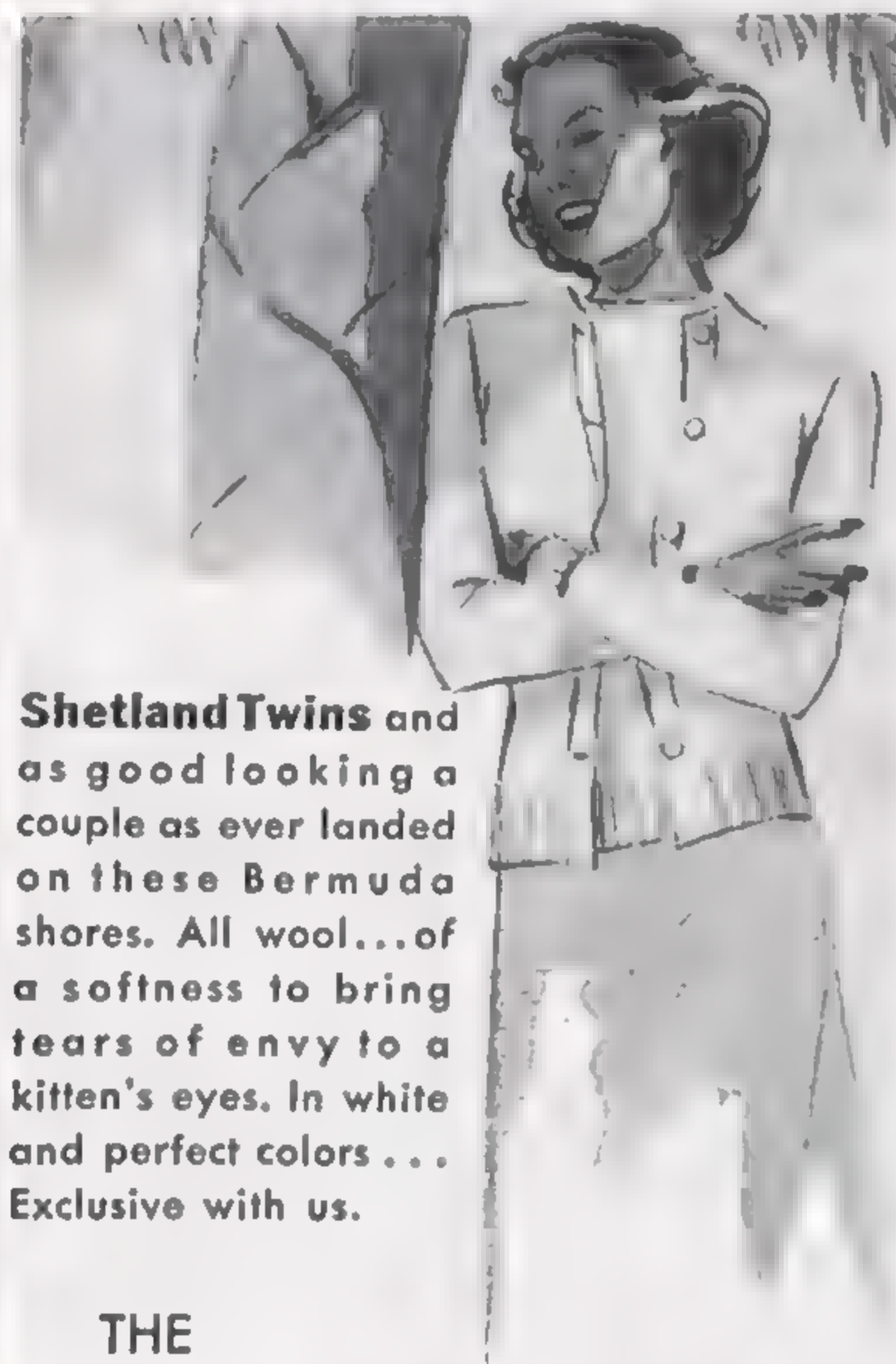
Given time, Mrs. Andrews will get up any of the more special Creole dishes for you, but, to our mind, nothing could be more special than the things that they toss off casually every day, and, if you don't know authentic New Orleans food, you have hardly lived completely until you do.

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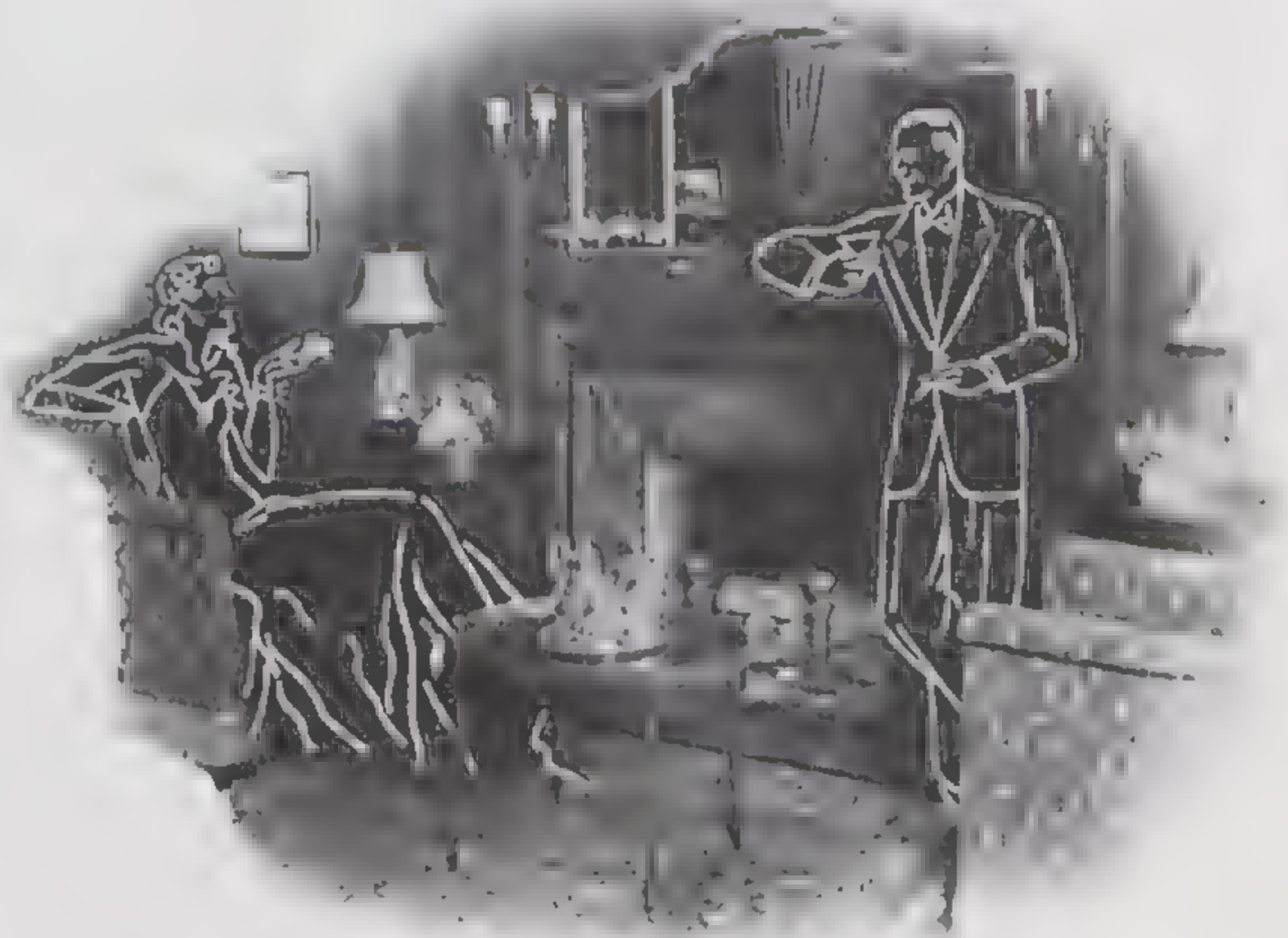
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Swelling the feminine majority of this year's college million is the girl whom Toni Frissell photographed for the cover. The dress she wears is reminiscent in style of the Grossman jersey dress, adopted by the emancipated women of 1918. But she chooses it here, for campus or out-of-town week-ends, in a green and red plaid of Fieldcrest wool. It has the casual chic of youth in its pleated skirt and white piqué collar, the sharp aliveness of autumn in its colour. On the green Dunlap felt an impudent Scotch brush stands stark upright. Best,

VOGUE

incorporating
VANITY FAIR

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is Published Twice a Month

August 15, 1937

Vogue covers the town, 64

Vogue's-eye view, 69

We foresee, 70-75

Temperamental waist-lines, 76-77

Voted most popular, 78-79

College endowment, 80-81

Compulsory for campus, 82-83

Colleagues, 84-85

"Most likely to succeed", 86-87

Duke and Duchess of Kent, 88-89

Puzzle parties, 90-91

Autumn hats, 92-93

Directoire ball in Paris, 94-97

Direct from the Directoire, 98-99

Autumn landscape colours, 100-101

Fireworks for evening, 102

Designs for city life, 103

Newport is a family affair, 104-105

Scrap albums, 106-107

Finds—my size, 108-109

Duchess of Westminster's house, 110-111

Autumn décor, 112-113

American Directoire, 114-115

Caracal and Persian lamb, 116-117

Cut out for college, 118-119

Professor Shop-hound, 120

Beauty discoveries, 122, 124, 126, 127

Vogue's address book, 54-55

Vogue's travelog, 56-59

Gourmet's guide, 60

School directory, 61-63

The shops of Vogue, 64

There are three Vogues—American, French and British

Elizabeth Penrose—Editor of British Vogue

Michel de Brunhoff—Editor of French Vogue

Edna Woolman Chase—Editor-in-Chief of the three Vogues

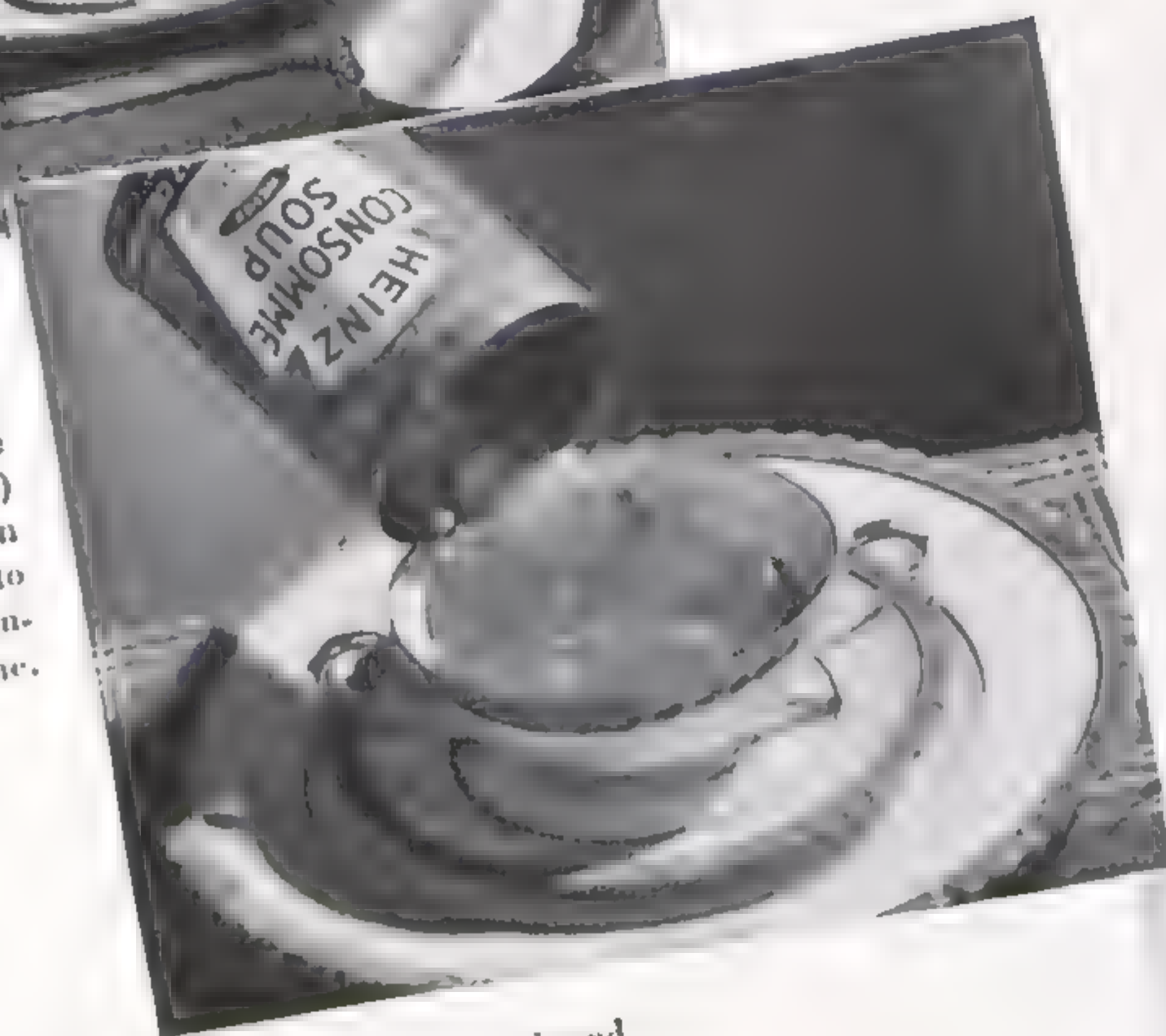


WEATHER-WISE

● Just plan a delicious cold buffet to serve on the terrace and, sure as taxes, a storm blows up and you find yourselves around the living room fire with steaming cups of consommé to chase the chill. Summer menus have to be two-faced as a poncho—planned for the vagaries of sun and rain. That's why Heinz Consommé and Madrilène are such a godsend. It's weather-wise and budget-wise to order a dozen tins at a time. Keep several chilled—jellied—in the refrigerator. Ready to eat or to heat. Either hot or cold, Heinz Consommé enthralls the palate with deep-toned savor of fine beef, superlatively seasoned. Heinz Consommé Madrilène reveals a subtle overtone of pure tomato essence—just enough to enhance, but not to mar, its golden delicacy. Need we say that no gelatin is ever added to any soup that bears the famous "57" label. Heinz Consommé and Madrilène just *naturally* jell of their own meaty richness.



To make a superlative aspic jelly simply add two teaspoons gelatin (to congeal moisture of vegetables added) and one tablespoon Heinz Cider Vinegar to one tin of Heinz Consommé or Madrilène.



Because they're so rich and meaty Heinz Consommés naturally jell when chilled.

CHECK THESE HEINZ SUMMER FAVORITES
 Consommé • Consommé Madrilène • Cream of Green Pea
 Cream of Mushroom • Cream of Spinach • Cream of Tomato
 Cream of Asparagus • Cream of Celery • Chicken with Rice
 Chicken Gumbo Creole • Corn Chowder • Onion Soup
 Genuine Turtle • Vegetable Soup

BEYOND the mortarboard, what? These fourteen girls, fresh from the brick-and-ivy tradition, came out at the top of Vogue's Second Prix de Paris; they saw through a siege of six quizzes and a thesis and are now spring-boarding toward careers. The first prize winner, Virginia Van Brunt of the University of Wisconsin (first in the group below) will spend six months in Vogue's New York office, before going to Paris for another six. Alice Schultz of Smith College (second in the top row), the second prize winner, will be employed for six months in the New York office.

Beside these, there are twelve Honourable Mentions, who pressed closely on the winners; and some of these runners-up already have a start on professional careers, too. Third in the top row: Katherine Deering, St. Lawrence University; Fourth, Margaret Marquart, Ohio State. Second row: Margaret Houck, Bryn Mawr; Muriel Barrie, Radcliffe; Vivienne Harrell, Mississippi State College for Women; Donna Reid, University of California. Third row: Elizabeth Winspear, Woman's College of the University of North Carolina; Alice Buford, Tulane; Davilla St. Clair, Southern Methodist University. Fourth row: Marjorie Keller, Rockford College; Rosemary Farr, Barnard; Alma Ranson, Duke University.

Vogue is already planning the Third Prix de Paris, which will start in the November 1 issue of Vogue. This year the conditions will be slightly different, and the terms of the new contest will be announced in October 1 Vogue.





Furs to the floor corroborate the new Paris extravagance—Max's long evening redingote of summer ermine has a full swelling skirt worked as supplely as velvet. Mark that curved-in bodice, the half-way sleeves, and the pared, round collar clamped with Van Cleef and Arpels' ruby clips

We foresee:

Some unbridled spending by the economic royalists. Such prodigality as a thousand yards of ruching on a black tulle dress. Such bounteousness as that floor-sweeping ermine redingote, page 74, requiring hundreds of snowy ermines. Hats glittering with diamond chains or jewelled brooches. A wealth of lamé at night. The return of chinchilla.

A fluctuation of waist-lines. Waists temperamentally rising high in the Directoire manner; descending low over the hips as they did in 1910; swathing the entire mid-section like a corselet; or else stabilized at normal.

International recognition of the "Front Populaire." Draped bosoms and Directoire bosoms and bosoms underlined with ribbon. An amassing of fur on façades—great strips of fox rolled down the front of a jacket, leaving your back flat and undecorated.

An unrest in hem-lines. A slight uprising in day skirts and an erratic up-in front movement in evening skirts. Some dance skirts at calf-length. A swing downward in suit jackets to the 1910 length. And a plurality of short fur coats.

History-making coalitions of fur and fabric for coats; new liaisons of fabric and leather; unusual pacts between velvet and tweed. Such unions as fur strips alternating with wool strips to make a cape; fur pockets (four) on a wool dress; fifty-fifty combinations of leather and wool in sports jackets.

Many factions in hats. Towering twisted turbans or flat little pie-pans less than an inch high. No brims—or wide, adventurous brims. Bonnets or berets. Fur hats of every denomination. Hats that are a fusion of two or more colours. And no retirement of veils, either by day or night.

No usurping of the dictatorship of black. Unusual new truces of black and colour, such as a black ensemble with a chamois-coloured hat, belt, and lining in the coat. Or black with a fuchsia hat and coat lining. Slate-blue wool trimmed with sable. Navy-blue trimmed with brown Persian. Taupe trimmed with nutria. Green with red fox. And new wood colours such as sandalwood, rosewood, beechwood, walnut.

Two great autocrats among evening silhouettes: the slinky Directoire slip with a high waist and the bouffant glamour-girl dress of tulle. A whisper of Watteau dresses in Paris. A unanimous urge for hats with dinner clothes.

Rugged individualism in jewels. Gold clips imitating cupids holding diamond arrows or torches. Fat tortoise clips. Flying-fish earrings with diamond fins. A necklace that's a chain of jewelled musical instruments. Necklaces of a thousand-and-one coloured beads.

Reinstatement of the longer glove—suède or velvet ones for evening. Bracelets worn over your gloves. A reform movement toward neater shoes. The exploitation of muffs—muffs of every type, even a muff on only one cuff.



Again those two collaborators—fur and fabric. Paquin places bands of mink on zibelline broadcloth with a noticeable amount of the broadcloth evident between the bands. As you see, the coat stops considerably short of being full length. Suzy's towering turban co-stars mink and brocaded ribbon

Out from an all-too-long hibernation comes fisher, that glinting brown and yellow fur that flourished in the old carriage days. Fourrures Max make this cape-jacket of it, mounting the skins on taupe broadcloth. Your arms slip through fur loops, and you wear long gloves. Suzy's hat is of ruby velvet



416

The *entente cordiale* between fur and fabric is being fostered everywhere in Paris. Fourrures Max encourage the pact in this military cape—by banding together alternate strips of Persian lamb and black broadcloth. The neat Persian lamb collar stands up like an officer's. Suzy's turban is of black felt

Banded Together



DURST

Ermine, WHITE, floor-length, fitted, small-collared—the dramatic snow-ridged redingote from Revillon, Paris



Ermine, BLACK, floor-length, fitted, collarless—the astonishing redingote from Lanvin. All jewels, Boucheron



LOW: In fact, down about the hips—the prophetic waist-line of this turquoise crêpe dress, swathed and weighted by a trailing fringed sash. Not since the twenties has there been a waist-line like this. Original design by Henri Bendel

MEDIUM: The corselet waist-line, reed-slim, is developed here through black taffeta bands which wind the waist from bust to hips. Beneath the lowest band, the folds of a full black taffeta skirt break forth. Original design by Jay-Thorpe



HIGH: That highest waist-line of all, the Directoire, is underlined by a knotted sash that grows from a squared back décolletage. Directoire, too, the white gauze shot with gold and silver lamé. Original design by Bergdorf Goodman

Temperamental waist-lines



TONI FRISSELL

Vogue's second "Prix de Paris"—our career contest for seniors in American colleges—closed last April. Hundreds of seniors from one hundred and fifty-seven colleges throughout the country competed for the two prizes. (First prize, six months employment in New York Vogue plus six months in Paris Vogue; second, six months employment in New York Vogue.) Photographs of the winners and honourable mentions, also news of the next contest, appear on page 69.

Before we closed the contest, however, we pumped all the contestants for the facts of college clothes life. We quizzed them. We probed into their private lives—to find out what they wore in their chat sessions, for rushing, week-ends, midnight-oil cramming—even in bed. And we looked into degrees in dressing—whether the girls on co-ed campuses dressed differently from those at all-girl institutions.

We discovered that they all—whether from co-ed or women's colleges—demand plenty of sweaters and scarfs; that they have a wholesome respect for good tweeds, cry for camel's hair coats, can't do without a rain-coat, and like simple knitted or wool dresses to vary the eternal triangle of sweater, skirt, and scarf. That they want three evening dresses, two dinner-dresses, and a long velvet evening-wrap "probably furless" (an eye on the budget!). That they sleep in silk, lounge in flannel, *do* wear girdles, and want about eight pairs of shoes, four or five pairs of gloves, and at least five hats.

We even went further and invited to New York a group of college men—the editors of such papers as the *Harvard Lampoon*, *Yale News*, *Daily Princetonian*, and *Columbia Spectator*—invited them to help us pick clothes they'd like to see on college girls.

All this fine student counsel is distilled in the ten pages beginning here—ten pages of college clothes approved by seniors, chosen by Vogue, and now available throughout the country. See pages 48 and 49.

As foundations for higher learning, here are clothes to win honours. For Vogue's editors, armed with the college vote, searched the markets to find the smartest versions possible. We remembered the months (perhaps years) these things must wear, we battled for the sturdiest tweeds, gayest accessories, most economic course in prices, for clothes, in a word, that will be voted most popular.

*Voted
most
popular*

**Ten pages of college
clothes—in shops
throughout the U. S. A.**

- Above: On the first girl—cap, cardigan, skirt, and socks of rust wool; about \$15; from John Wanamaker. Second girl—a yellow sweat-shirt, about \$1.25; a mixed tweed skirt, about \$11; Best. Third girl, two-piece Lampl knitted dress, about \$18; Lord and Taylor

- Opposite page: The first girl wears a lamb's wool jacket lined with the same plaid that makes the skirt. Less than \$50 together. Second—a blue kasha dress, about \$30. Both from Lord and Taylor





SHOPS IN OTHER CITIES HAVE THE MODELS ON THESE TWO PAGES. SEE PAGES 48 AND 49 FOR LIST

TONI FRISSELL

COLLEGE ENDOWMENT

Revised classics, snapped at Smith, headed for intercollegiate success: First, above: Out for an after-class skate in Bradley's knitted dress; suede vest-front. About \$25. Altman. Bobby pins anchor the hair-bows

Second, above: A week-ending undergraduate gets a hand-out from the Most Popular Man. She wears a Talon-fastened three-piece suit of Hockanum's plaid tweed. Around \$40.; Bonwit Teller. Purple felt hat, Dobbs

First, opposite: Bringing in the day's catch of mail (postmarks Hanover, Cambridge, etc.) in a Forstmann tweed jacket-dress like a suit. The double-breasted top has high-up pockets. It costs about \$40.; from Best

Second, opposite: Up betimes to make the 7:23 to New Haven, in a Talon-fastened beige wool dress and a worldly version of the beer jacket—made of Stroock's plaid tweed. About \$45. Knox beige felt hat. Altman

Opposite; below: Eleventh-hour cramming in a yellow angora cardigan, worn backwards for variety, with Criterion's glove-stitched pigskin belt. Sweater about \$6.; belt under \$2.50. Canvas knapsack. Bloomingdale





COMPULSORY FOR CAMPUS

All college girls, from Smith to Stanford, are sisters under their Brooks sweaters. Seniors, answering Vogue's questionnaire, chorused unanimously for skirts, jackets, sweaters, knitted dresses. Result: these campus clothes, to make their mark from dormitory to sorority.

GREEN AND GREY: First, above: On the Smith College campus, a suit with a green gabardine jacket bound with grey flannel, a grey flannel skirt and man's belt of green grosgrain. About \$35. Lord and Taylor
 Second: A pleated grey wool skirt; About \$9. Natural linen stud shirt, about \$7. Echo peasant kerchief, around \$3. Franklin Simon
 Third: A green flannel skirt, sealed with a Talon fastener; a little-boy blazer of green-piped grey flannel. Suit around \$42. Bonwit Teller

BEER JACKET, MAN'S JACKET: First, a classic beer jacket. About \$1.50. Talon-fastened plaid wool skirt, around \$9. Echo woollen kerchief. Second: Like a shooting jacket, this of beige corduroy. Around \$11. Rust wool skirt, about \$7. Glendser wool scarf. All clothes from Best



PLEATED JERSEY: A grey jersey dress with a pleated skirt, a top plastered with pockets—worn by a co-ed who is refreshing herself after a “sprung” written. Under \$20. Cheerful green and blue plaid raincoat, about \$9. Glendser wool scarf, about \$2. From Lord and Taylor



TWO-PIECE KNITTED DRESS: A Marinette knitted dress, its surface broken with dime-size raised dots, is exactly the thing for a between-class rendezvous or an outdoor session with Psych. About \$23. Later on it will go under a fur coat. Echo striped wool scarf, about \$3. From Macy



CIRCULAR-SKIRTED ANGORA: A Talon-fastened natural cashmere jersey dress, its ballooning skirt hiked above the knees in the undergraduate manner. With it, a pigskin belt. About \$23. A Kodak Junior is getting all the attention. From Saks-Fifth Avenue, New York; Chicago



First: plaid jacket, brown skirt, blue flannel blouse; dashing colour scheme, modest price: Jacket about \$9, blouse \$6.50, skirt \$7. Franklin Simon
Second: casual suit of brown corduroy, about \$20; green wool sweater, about \$4.50. Bonwit Teller.
Third: black and green harmony; pleated black wool skirt; black-and-green tweed jacket, black felt Leighton hat with green antelope facing. The skirt is about \$7; jacket about \$13. Russeks

2. New toeless Cosettes of dyed fur, either all red or shaded blue stripes, about \$3. Best. Moccasin-like boot of soft, dark-brown leather, to slip on after skiing, about \$6. Bonwit Teller

3. Printed challis dirndl dress for tea dancing, bright flowers on a black background, about \$35. Bienen-Davis suède and patent leather bag, about \$8. Black Llamello gloves, about \$5. Best

4. These peasant shoes, of black bucko trimmed with green and red leather, go on as easily as a bedroom slipper. Arnold Authentics designed by Lanz of Salzburg. About \$11. Best

5. Black suède gloves with novel hand-stitching in bright green, about \$6. British Walker sport shoe of blue suède and alligator, about \$11. Short pigskin gloves, about \$4. From Franklin Simon

6. Blue jersey dress striped in red and gold, white piqué collar and leather belt. About \$23. Best.

7. Blue flannel robe, white corduroy-bound, about \$11. Lambskin slippers, about \$5. Lord and Taylor

8. For campus wear, a blue suède sweater vest with brown knit sleeves, about \$11. Vertically stitched Kislav gloves; washable doeskin, in an autumn rust shade, about \$6. John Wanamaker



SHOPS IN OTHER CITIES HAVE THE MODELS ON THESE TWO PAGES. SEE PAGES 48 AND 49 FOR LIST



TONI FRISSELL

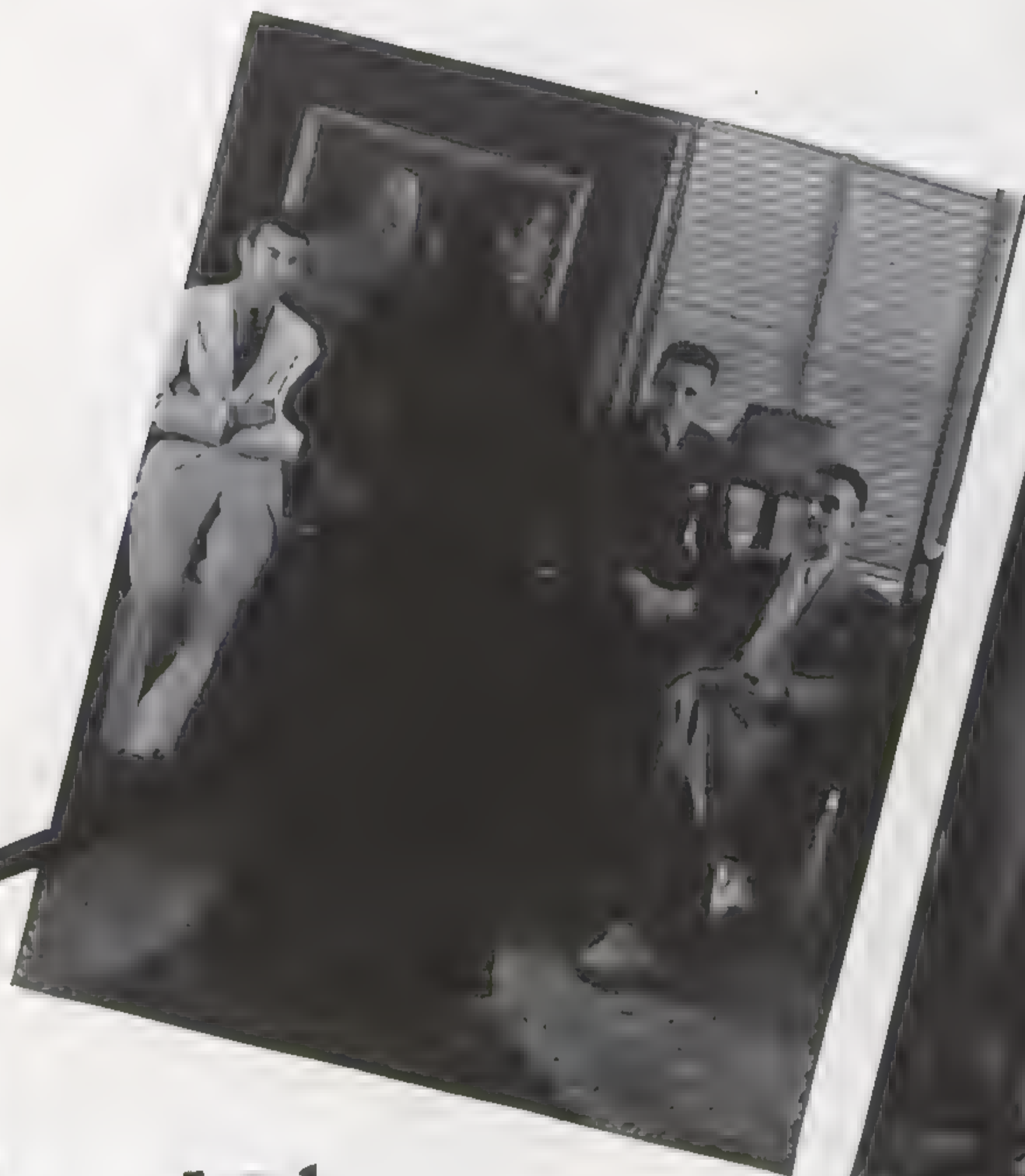
COLLEAGUES

First: plaid skirt, beige sweater, honey-coloured suède jacket. Prices are (about): skirt, \$8; sweater, \$4.50; jacket, \$15; Bonwit Teller
Second: tweed mixture suit with a fitted, full-length coat. Brewster felt rolling hat. The suit is about \$40; the hat, \$5; Franklin Simon
Third: rust tweed suit, Talon-fastened, with extra top-coat; about \$50. Worn with a swashbuckling dark brown felt hat; Saks-Fifth Avenue
Fourth: good companions—a plaid wool dress beneath a blue Stroock camel's-hair coat. Dress, about \$25; coat, about \$40; Lord and Taylor

College man's choice



Black velvet wrap -
long and fitted.
About \$30; Saks-Fifth Avenue



Tangerine crêpe afternoon
dress with shirring and bows.
About \$25; Best

Urbane black crêpe
with black velvet trimming.
About \$25; Bonwit Teller



Demure evening dress
of red and navy-blue
changeable taffeta.
About \$30;
Franklin Simon



Pleated black crêpe dinner-dress
with massive gold buckle.
About \$35; Saks-Fifth Avenue

Sheath dress of black crêpe
with cording in front.
About \$28; Macy

Black taffeta dress
held with velvet straps.
About \$30; Best



SHOPS IN OTHER CITIES HAVE THE MODELS ON THESE TWO PAGES. SEE PAGES 48 AND 49 FOR LIST

Of course college girls dress for men. For college men, specifically, and on college week-ends more specifically yet. And because it sometimes happens that what seems very smart to girls may be pretty funny to college men, Vogue invited four guest editors from leading men's universities to sit in judgment on the evening and formal day clothes for college.

Before this critical jury—consisting of Nathaniel Benchley, *Harvard Lampoon*; Allen Whipple, Jr., *Daily Princetonian*; Irwin Kaiser, *Columbia Spectator*; and John Field, of the *Yale News*, we paraded the dresses under consideration. College men, it seems, know their own minds.

"Black is swell," they said unanimously. "We like our own girls to wear black." "But," they added, "we'd

cut in like lightning on, say, a red dress." "We hate dresses that make a racket like a station wagon," they said. "And fasteners that stick outside like hardware." "No spinach," said Princeton. "There's too much of that dress," Harvard said once. "That print looks like a camouflage," Columbia complained. And "The shape is sort of indistinct," Yale blackballed still another.

But these stern young gentlemen had definite likes too, and a soundness of taste that warmed our editorial hearts. "Line," they said appreciatively, "that's the thing! Simple dresses with nothing much on them." Here are the dresses of our guest editors' choice. (Fortunately, we like them, too!) They are young, unaffected, and right, whether you are collegiate or débutante, deep South or Great Western!



CECIL BEATON

The chic Duchess of Kent in a dress of shirred net, the bouffant skirt stiffened with horsehair.



BEATON

THE best-looking well-known young couple of to-day—Their Royal Highnesses carry off that title, among Royalty and Commoners alike. They share the interests of their contemporaries—they like to dine out, to dance, to travel; they like to get away to the quiet of their country house. It is a happy augury for the arts in England that they should have particularly cultivated tastes, and that, among all the things they must do from duty, their public appearances at concerts and opera are made simply to please themselves.

The Duchess, in whose cool, reposeful, yet mysterious beauty, classic and romantic meet and merge, has a Greek cast of countenance befitting a Greek Princess: finely-chiselled features, tranquil expression. But she inherits, too, the romantic spirit of her Russian ancestry—her mother was born the Grand Duchess Helen of Russia. And then, enhancing her beauty, she has great natural elegance and chic, and a way of wearing clothes that is more her own than merely of the fashion.

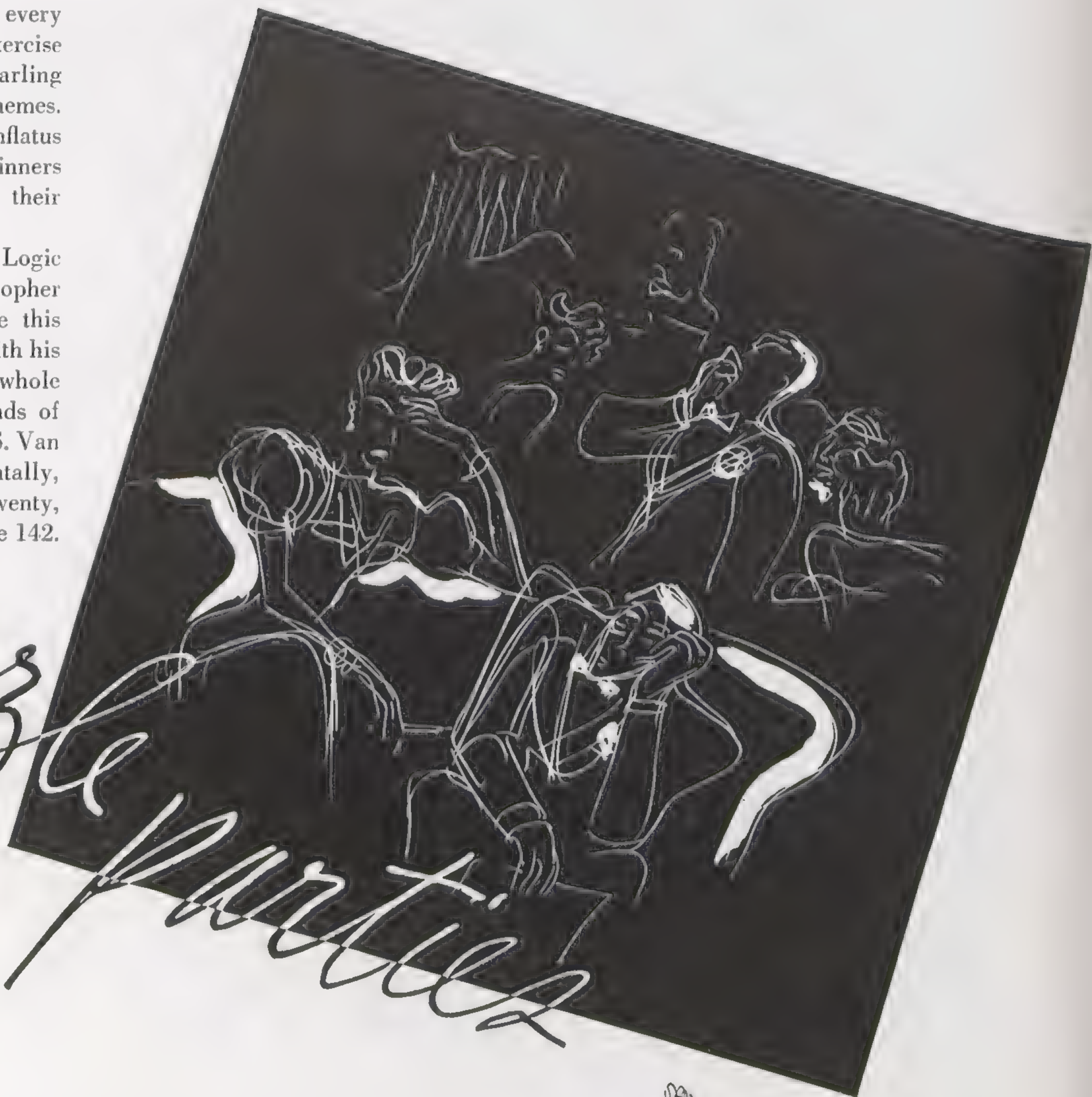
They have two charming children, Prince Edward, aged two, and Princess Alexandra, aged eight months. (Prince Edward is blond, curly-headed, typically English; Princess Alexandra is dark, like her beautiful mother.) For the summer, the Duke and Duchess have retired from London to the house they have taken, on the coast—appropriately enough—of Kent.

THE DUKE AND DUCHESS OF KENT

PARTIES for puzzlers—the old paper-and-pencil games have once more struck ore. Long Island likes logic puzzles, but Connecticut, filled with writers who can not spell, prefers the more involved forms of English usage problems. Almost every one likes the picture puzzle—that exercise in divination and dictionaries; the darling of circulation and advertising schemes. These Puzzle Parties give a false inflatus of superiority. They make the winners glow, and the losers take pride in their lack of mathematical minds.

Here Vogue gives you five. Logic puzzles, such as this one, bait Christopher Morley. Literary puzzles, much like this “Who Said It,” make Noel Coward, with his actor’s memory, a parlour star. The whole category of puzzles delights the minds of Gary Cooper and Ogden Mills, of S. S. Van Dine and David Rubinoff. Incidentally, each of the five puzzles here counts twenty, and the annoying answers are on page 142.

Puzzle Parties



Logic problems are party destroyers, and Hollywood, oddly enough, has so taken to them that the Leftist debates have been turned into puzzle arguments on the set. This one is a simple affair with which to inoculate novices, but the answer is less simple than it appears. A senior drives down from Yale to New York for the week-end, going at an average speed of thirty miles an hour. On the way back, however, he loiters along at an average rate of ten miles an hour. What was his average speed for the entire trip? (There is no catch, and the distance does not matter.)

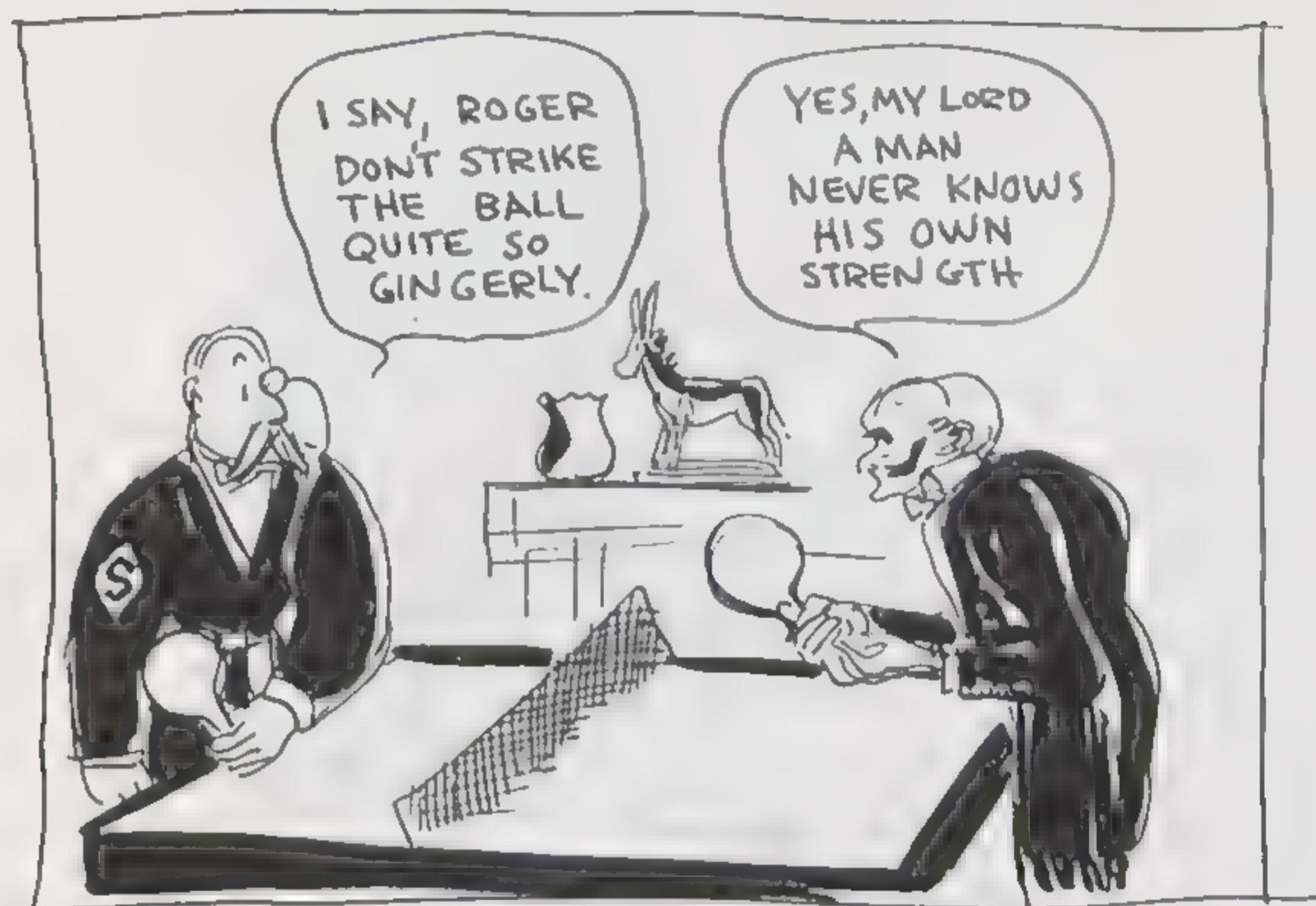


Spelling adroitness, like good taste, is a virtue which nearly every one believes he possesses. Here are ten words that can lead to swirling acrimony: “A disgruntled husband, noticing the unattractive new panalling in the library, skuttled from the room, and engaged in a soliliquey on the caprecious fancies of his wife, accompanied by inuendos about her extravagance. ‘Henry,’ shrieked his wife, ‘you are being mawdlin, maukish, and sacreligious.’ ‘My love,’ he said, sardonically, ‘no one can doubt that you are being elegantly concice.’”



English usage puzzles have an odd way of flooring copy desks, but at heart every one has an internal sense of knowing the labyrinth of grammar. This puzzle turned quite a charming terrace affair into one of those deep social whirlpools. The answer is almost too simple.

Three girls were discussing a jewel-box set with rubies. The owner said, "Here is my box that is ten inches wide and seven inches long." The second said, "I insist that that design is not really right for rubies." The third murmured, "Must you always precipitate a quarrel?" One girl made a mistake in English.



Picture puzzles go into the more erudite kinds of knowledge, into a puzzler's esoteric world. The object is, of course, to find in the following list of ten names the one name which exactly fits the picture. Only the first and last lines in each balloon of dialogue can be used; syllables can not be snipped off words, and it all frequently takes a mixture of phonetics, Chaucerian English, history, and archeology to get the right answer. This fairly easy one does not. One of these names, however, is contained in the above puzzle—Ginger Rogers: Lord Baltimore: Samuel R. Butler: Sophia Stern: Woolsey Stryker: Philip Snowden: Roger Baldwin: Pierce Butler: Carter Glass: Ernie Nevers.

"Who said it?" puzzles have had innumerable variations, but the kind we show here is the favourite party quiz of such variable talents as F.P.A. and those cephalic monstrosities known as bookish people. Each correct answer counts for two, and the total is twenty. If you get eight right, you are pretty good.

- a. "Each man kills the thing he loves."
(Bluebeard, Shelley, Oscar Wilde, or Ernest Hemingway)
- b. "Nothing is certain but death and taxes."
(Dorothy Parker, Benjamin Franklin, Mellon, Spinoza)
- c. "Vanity of vanities, all is vanity."
(King Solomon, Camille, Rembrandt, Mrs. Roosevelt)
- d. "I awoke one morning and found myself famous."
(Shirley Temple, Lord Byron, Lindbergh, Mussolini)
- e. "Age can not wither her, nor custom stale her infinite variety."
(Whistler, Lord Byron, Shakespeare, Eugene O'Neill)
- f. "What is so rare as a day in June?"
(Longfellow, Whittier, Lowell, Tennyson)
- g. "A woman is only a woman, but a good cigar is a smoke."
(Ed Wynn, Kipling, Prince Albert, Diamond Jim Brady)
- h. "Water, water, everywhere, nor any drop to drink."
(Coleridge, Captain Kidd, Annie Oakley, Victor Hugo)
- i. "Is everybody happy?"
(Pres. Roosevelt, Ted Lewis, Al Smith, Ann Pennington)
- j. "Absence makes the heart grow fonder."
(Thomas Bayly, John Barrymore, Casanova, Anonymous)





KARGER

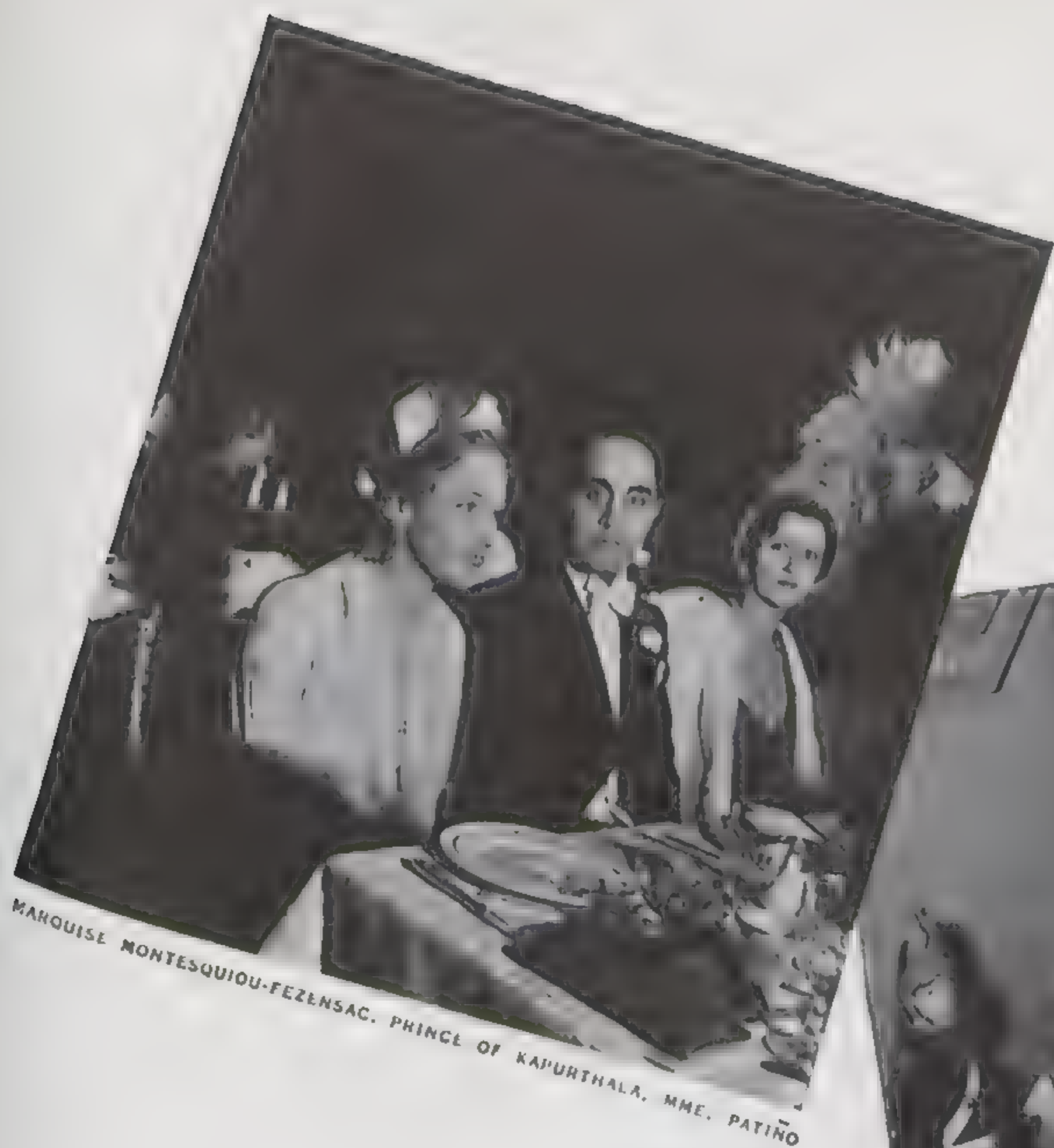
To the continued success of suède: A broad sash of cinnamon suède, its ends Indian-fringed, curves around a scuttle-shaped grey felt sports hat. Bonwit Teller; Marshall Field. Complement it with, say, an all-suède sports dress; a suède-pocketed wool dress



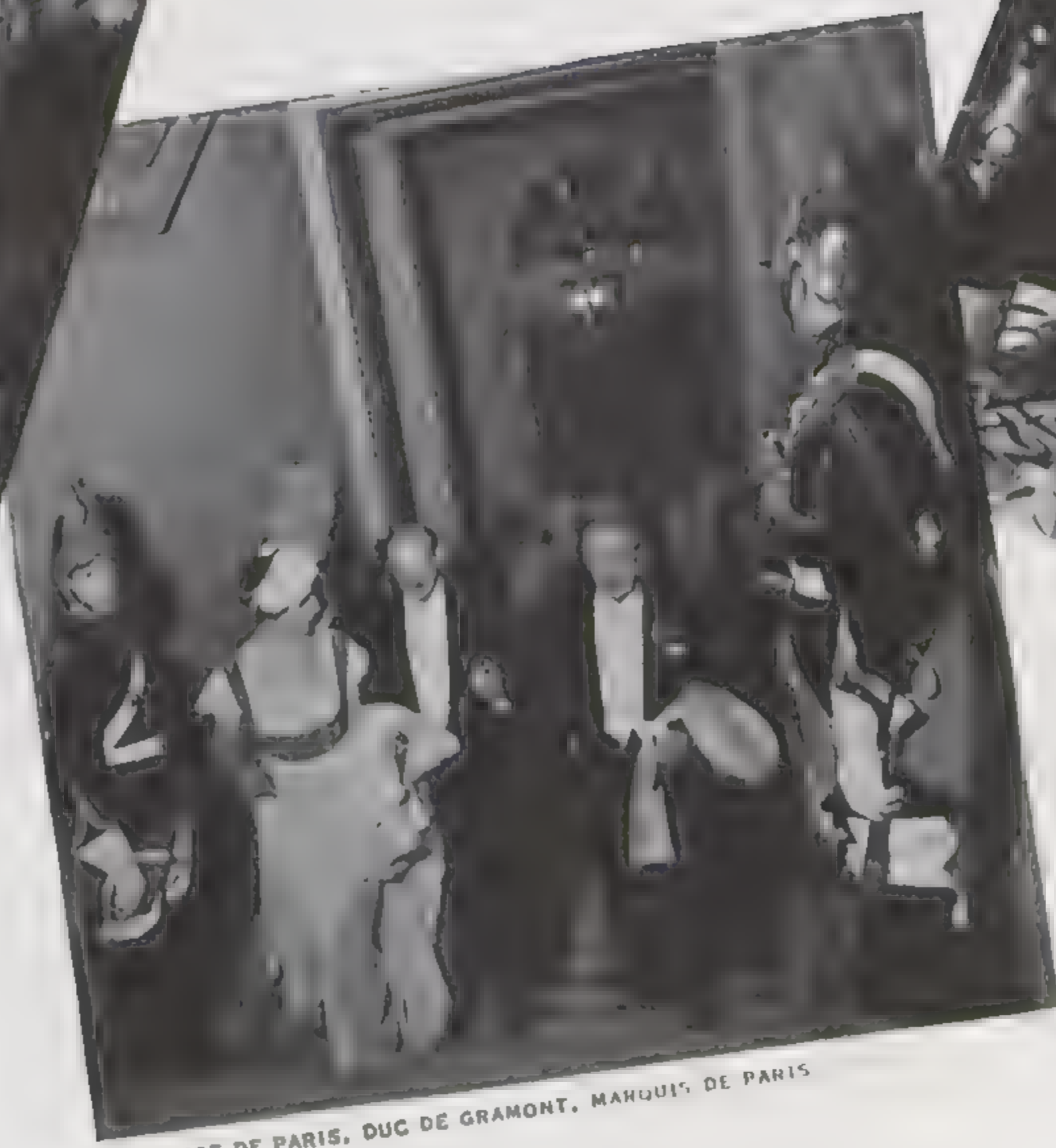
To the continued success of glove-stitching: Descat's plum-coloured felt hat, its toppled crown rimmed with dotted lines of glove-stitching. More of the same marks the crown's vertical tucks. Bergdorf Goodman. With it, perhaps, a country top-coat, plum-and-blue striped

IN THE DUCK-BILLED DIRECTOIRE BONNET, MADAME PHILIPPE HOTTINGUER





MARQUISE MONTESQUIOU-FEZENSAC, PRINCE OF KAPURTHALA, MME. PATIÑO



MARQUISE DE PARIS, DUC DE GRAMONT, MARQUIS DE PARIS



M. HENRI BERNSTEIN, MADAME PIERRE CHAMPIN

Directoire Ball in Paris

THE gallery of the Palais-Royal was the favourite place for galas during that period before Napoleon became Emperor. Here, fine gentlemen, "Les Incroyables," and lovely, bare-shouldered, slit-skirted ladies, "Les Merveilleuses," strolled around the colonnades of an evening to see and be seen.

The same atmosphere prevailed at the Directoire Ball the other night, the women, at least, recapturing the illusion of that bygone epoch with flattering high-waisted Directoire gowns, fabulous turbans trimmed with dazzling jewels and ostrich plumes, or duck-billed bonnets that sweep into the air, such as you see on the opposite page. The men, who had neither the vanity nor the energy to costume themselves in the period, wore brilliantly coloured dominoes over their tail-coats—which at least lifted them out of their modern selves.

The entrance to the upper terrace, where dinner was served, was very impressive—the beautiful white marble stairway lined with Gardes Républicaines. From the terrace, the guests looked down into the colonnaded court where a Directoire-costumed orchestra played waltzes and polkas and where the guests danced on a multi-coloured glass floor built over the fountains.

During dinner, a ballet from the Opéra—Serge Lifar included—entertained, and, later, in the inner court a giant balloon was let loose into the night—a repetition of Montgolfier's famous balloons of the Directoire period. At midnight, the gardens were opened to the public who trooped in in more amusing, if less elegant, costumes to watch the impressive fireworks and the arrival of Napoleon from Egypt—a nicely staged affair with soldiers on horses and even a captive Egyptian Prince.



BARONNE D ALMEIDA, PRINCE DE BEAUVAU-CRAON, MADAME PAUL-LOUIS WEILLER

Obviously, the influence on fashion of such a party as the Directoire Ball is strong, for no woman could see herself once in flattering Directoire costume without wanting to repeat the experiment in a modified form. Those turbans and bonnets—which Reboux, Suzy, and Agnès turned out for the ball—are already being worn as evening hats.

And, certainly, women are going to clamour for more Directoire clothes, now that they have seen how becoming they are. One of the most beautifully costumed women at the ball was Mademoiselle Eve Curie; her dress a high-waisted sheath of pale rose crêpe, worn with long pale green gloves, and a rolled turban of blue and silver. Also in rose was Madame Pierre Champin—in Patou's rose satin dress with a black velvet sash high under the bust. Blue and rose ostrich feathers towered from her Reboux velvet hat.

Like a blond Josephine was the Marquise de Montesquiou-Fezensac, in a white mousseline dress by Francevramant, and an Agnès mousseline turban. Another white vision was the Baronne d'Almeida, in a white crêpe dress by Mainbocher, gloves of red suède, and a head-dress.

After the ball, many guests went on to "Bagatelle," and there you could see how natural and wearable the costumes looked at a night-club. Beyond a doubt, there'll be a crop of new Directoire dresses this Autumn. Nor may the influence be confined to evening clothes, it may appear in day clothes. Thus things happen when Paris gives a party.

MARQUISE DE MONTESQUIOU-FEZENSAC IN FRANCEVRAMANT'S DRESS



MADemoiselle EVE CURIE IN ROSE CRÊPE BY IRA BELLINE



MADAME PIERRE CHAMPIN IN PATOU'S ROSE SATIN DRESS







After the ball was over—these splendid turbans, created in a fine Directoire frenzy, began to appear everywhere in Paris at night. On Baronne de Lassus, Agnès's green and purple turban. On another guest, Agnès's black jersey, strung with diamonds. On the Marquise de Paris, Reboux's lamé, piled high with ostrich

Direct from the Directoire



Two more of the trail-blazing hats that were conversation pieces at the Directoire Ball. On Baroness Edouard de Rothschild, Reboux's lamé-and-ostrich turban aglitter with a chain of real diamonds. On Comtesse Georges de Castellane, Reboux's modernized Directoire bonnet of velvet—backless, sunbonnet-brimmed, chin-strapped





Autumn landscape colours for day

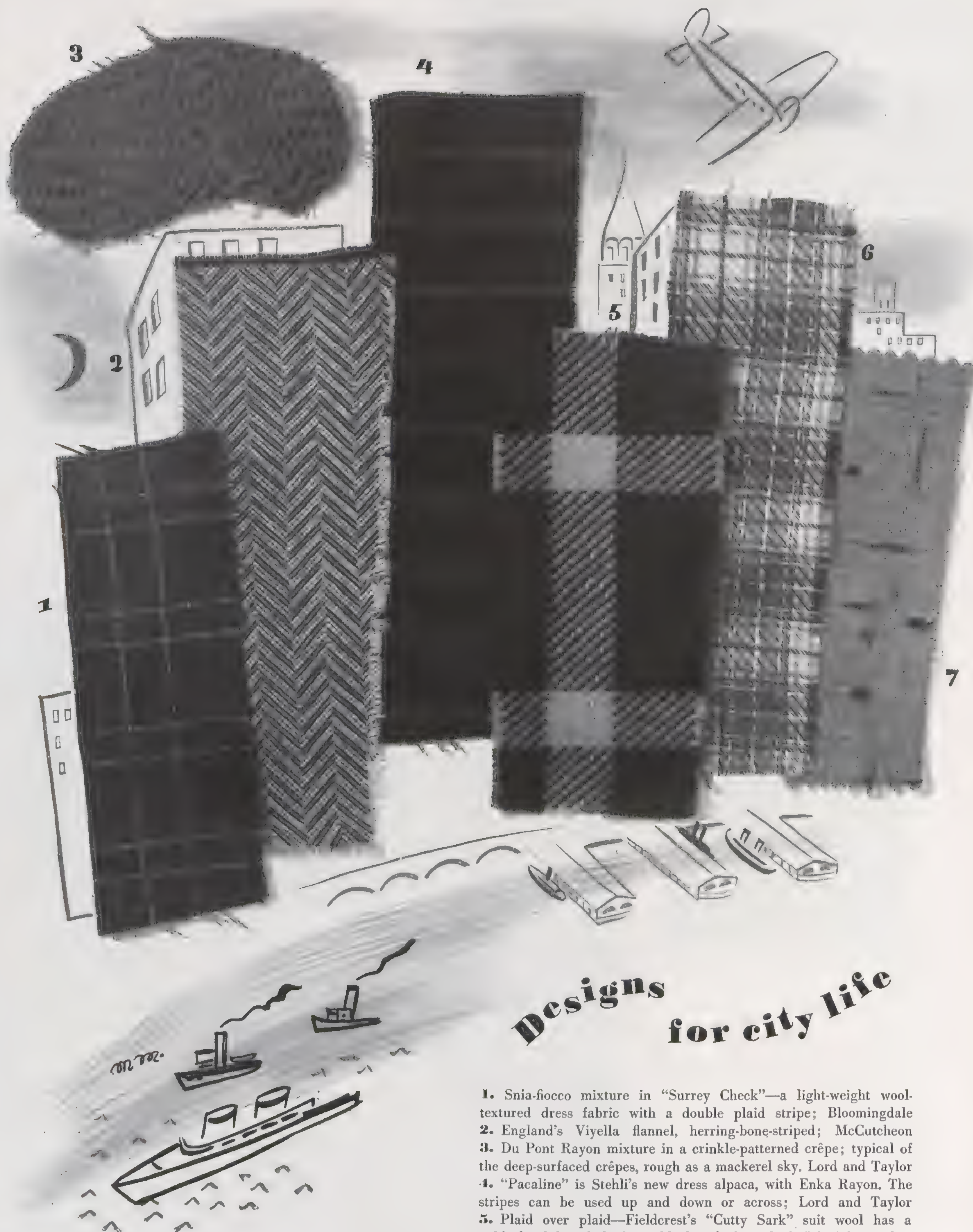
1. Slaty, rain-washed blue, in silk crêpe, to refresh the autumn scene—one of the off-colours. Macy's
2. Plaids, for town and country, more important than ever. Hockanum's Shetland suit wool; McCutcheon
3. Crushed plum, in the solid-colour Shetland that Hockanum makes to go with the plaid; McCutcheon
4. Stripes, for slimness, through the nubby weave in this fine wool dress crêpe. Imported by McCutcheon
5. Pronounced faille rib of Crown tested Rayon, in Arcady-green. Duplan's "Baracord"; at Macy's
6. Brown captures the imagination with this deep loam shade, in Forstmann's coat wool. Important for the subdued, but striking surface interest. McCutcheon
7. Forstmann's seal-brown is another shade that is making brown outstanding. This glossy nubbed coat wool suggests the luxurious quality of fur; Altman
8. This rustic-brown herring-bone tweed, by Strong-Hewat, has allied-tweed checks and stripes; Altman

9. Cedar-rose, in a hop-sacking weave of Celanese. One of the new "dry" dress fabrics; Lord and Taylor
10. Purple wool alpaca, by Pacific Mills, the colour misted by a rayon-frosted nub. At Lord and Taylor
11. John Barr's heather-mixture Scotch tweed combines practically all the autumn colours; McCutcheon
12. Among the important smooth-surfaced woollens is Botany's suède-broadcloth; John Wanamaker
13. Sumac-red in a ripple-weave satin-backed crêpe of Eastman Acetate—a new deep red. Bloomingdale
14. Watch for pale colours this winter, among them Forstmann's beige bouclé tweed; Lord and Taylor
15. Goldenrod-yellow, for Stroock's soft, homespun-weave dress fabric, of wool and llama. At Altman's
16. Du Pont's Acele, in a crêpe with an interesting weave—the grey of castle walls; John Wanamaker
17. Fresh light colours are an occasional surprise as in the blue of Juilliard's flecked dress tweed; Macy's



Fireworks for evening

1. Celanese puffed crêpe, in one of the vehement pinks; Altman
2. Blumenthal's Sheltonized Marless velvet, with Du Pont Rayon pile, now unaffected either by heat or moisture; Lord and Taylor
3. Dull-surfaced crinkled silk velvet, by L. & E. Stirn; Altman
4. Bronze-green in Frank Associates' leaf-patterned lamé; Macy's
5. Onondaga's lamé brocade for evening jackets; John Wanamaker
6. The night is aflame with lamé. Coudurier's grosgrain façonné has lamé stripes, brilliant as Christmas tree balls; McCutcheon
7. Crown tested Rayon in Stunzi's satin "Jovena"; John Wanamaker
8. Lamé patterned crêpe matelassé—Tissus Baboin import; Macy's
9. Federated Textile's silk duvetyne for wraps; Lord and Taylor
10. National Fabrics' fluid "Crêpe Elope", for draping; Altman



Designs for city life

1. Snia-fiocco mixture in "Surrey Check"—a light-weight wool-textured dress fabric with a double plaid stripe; Bloomingdale
 2. England's Viyella flannel, herring-bone-striped; McCutcheon
 3. Du Pont Rayon mixture in a crinkle-patterned crêpe; typical of the deep-surfaced crêpes, rough as a mackerel sky. Lord and Taylor
 4. "Pacaline" is Stehli's new dress alpaca, with Enka Rayon. The stripes can be used up and down or across; Lord and Taylor
 5. Plaid over plaid—Fieldcrest's "Cutty Sark" suit wool has a nubbed red thread plaid over black-and-white plaid; John Wanamaker
 6. "Stewart Dress" plaid of Enka Rayon, for blouses. At Macy's
 7. Fieldcrest's "Mokaire" of spun rayon and wool; John Wanamaker
- For the fabric article on colours, weaves, textures, see page 134



MISS JULIA DICKSON, A DÉBUTANTE OF THIS SUMMER

NELSON



MR. CHARLES A. DAVILA AND MRS. HAROLD W. BROOKS



MR. AND MRS. C. MATHEWS DICK



MISS JANE POPE

MISS MARSYL STOKES, ANOTHER DÉBUTANTE OF THE SUMMER



MISS ADELAIDE F. WHITEHOUSE



NEWPORT IS A FAMILY AFFAIR

NEWPORT is a family affair silhouetted against a fabulous background. It's supposed to be the Mecca of the old, the rich, and the pompous. While, on the contrary, it is over-run by beautiful young girls, and is often as informal as it can be formal.

Above all, Newport has always had charm; first as a delightful Colonial town nestling neatly around a picturesque harbour, then as the most spectacular resort in the country—when it was the gay plume on the crest of American fortunes—and as such great news in the press. Now, even if Hollywood and gangsters have replaced it in public interest, Newport is still good news.

I'll admit that there is less excitement to-day about the gals who play tennis in shorts than there was when Mrs. Hermann Oelrichs (the beautiful Tessie Fair of San Francisco) arrived at the Casino, some forty-five summers ago, in a frock fresh from Paris, trimmed with fifty yards of Valenciennes lace. Or, as I'm told on good authority, when a lady appeared to watch the tennis with an entire bird of paradise on her hat.

There was nothing skimpy about the clothes those days—just as there was nothing skimpy about the houses. One of Newport's chief aims was to build hugely, expensively, and with the idea of turning the utmost quantity of indoors and outdoors into settings for parties. On pocket handkerchiefs of emerald lawn circled by marvelous trees, houses were built costing from hundreds of thousands to many millions.

Since these palaces are still so integral a part of the place, it is interesting to see the rôle they play in the life here to-day. For instance, the adaptation of a French renaissance château built by Ogden Goelet is now used by the Robert Goelets as a real country home. Enormous ornate rooms, filled with fine antique furniture and splendid porcelains, open one into another, and a magical terrace overlooks the sea. A house superlative for formal entertaining, and a proof that in Newport fairy tales did come true.

Richard Hunt was the architect of this and many other of these amazing houses constructed during the gay 'Nineties. Among them, "Marble House," which is said to have cost the then Mrs. William K. Vanderbilt some eight million dollars, now owned by the Frederick Princes of Boston; and "The Breakers," which was designed for the elder Cornelius Vanderbilt, who probably ordered it immense because that was the fashion.

However, when the whole place was finished, what really engaged Mr. Vanderbilt's fancy was the lighting system, one of the earliest electric installations in Newport. As host, his high delight was to switch the lights on or off for the guests.

Such an innovation was frowned upon by some Newporters, who feared that romance would wither under the crude glare that outshone the shaded lamps and candles of former days. They need not have worried, for candles again light the dinner-parties. Mr. Vanderbilt's youngest child, the Countess Szechenyi, is again spending the summer there, with her husband and three of her daughters. Sylvia is having an American début, as a continuation of coming out last winter in Budapest.

Edward J. Berwind's French palace, "The Elms," remains superb; the grounds so fine, in fact, they could vie successfully with Versailles. It contains many really excellent art objects which almost offset the surprise of finding a château, complete to the last crenelation, in Rhode Island. Mr. Berwind's sister, Miss Julia, beloved by all ages in Newport, lives there now, and with a regal but kindly gesture makes it a happy as well as a beautiful place to be asked. She has informal luncheons almost every Sunday and, once in a while, a brilliant dinner party with one of the most superb gold services extant.

Stanford White designed Mrs. Hermann Oelrichs' "Rosecliff," a dazzling white marble building which she opened in 1900. It has one of the loveliest terraces in Newport, and the exterior, though very ornate, still has a vivid charm. Mr. White forgot to put in sufficient servants' rooms, so this shining house, in form like the Grand Trianon, boasts a penthouse. Indeed, the talented architect gave much more thought to beauty than efficiency, since it takes a footman five minutes to walk from the servants' hall to the entrance door. In the grander days, of course, a servant stood at the door all day and most of the night.

Now, when Mr. and Mrs. Hermann Oelrichs (he is the son of the famous Tessie) ask their friends in every Sunday afternoon, the front door stands open. In the middle of the great drawing-room, so thickly carved it looks like the white icing on a wedding cake, there stands a ping-pong table—you think it must be considerably under regulation size because of the vast dimensions of the room. (Continued on page 128)



MISS AERIELLE FRASER

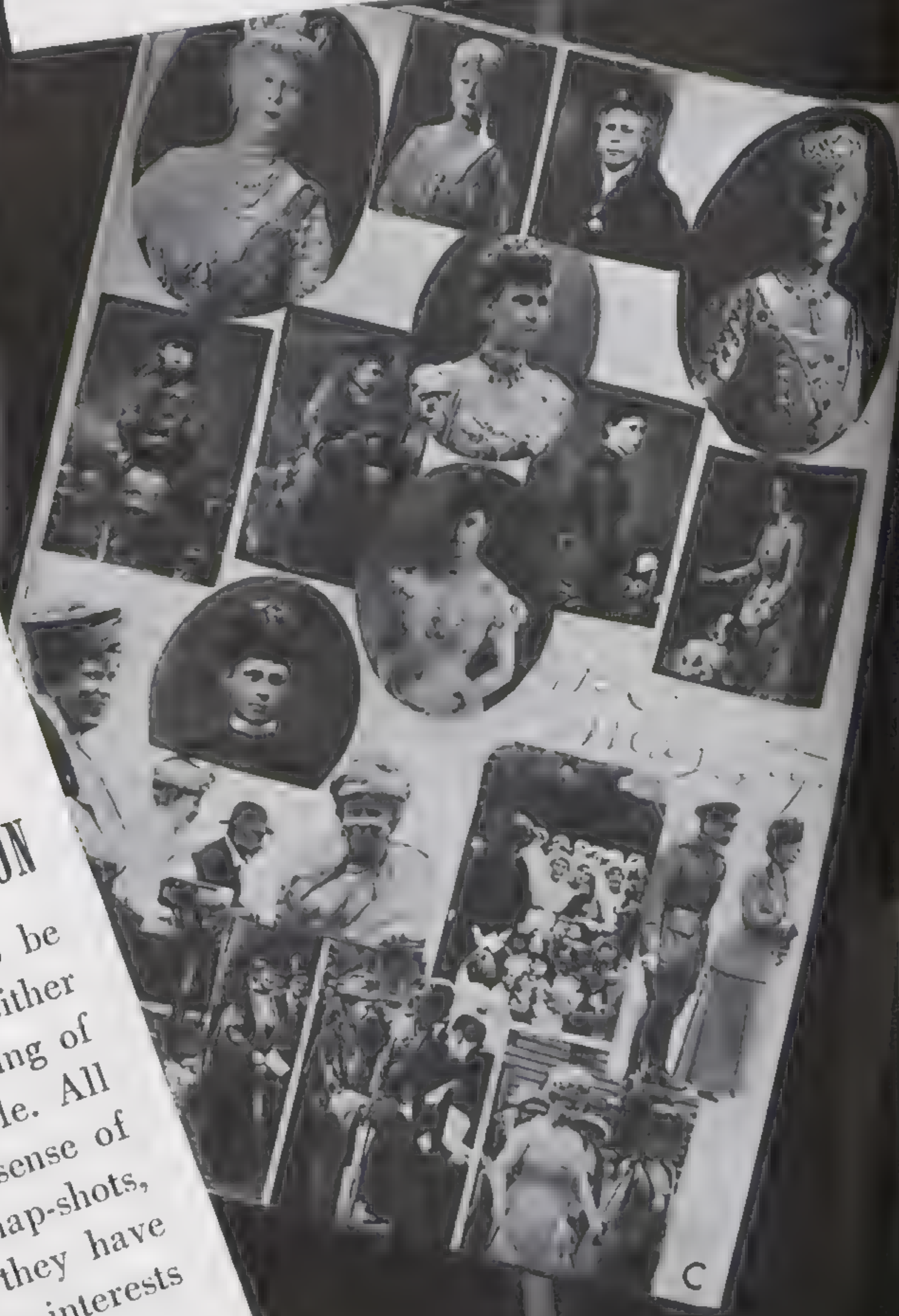
SCRAP ALBUMS

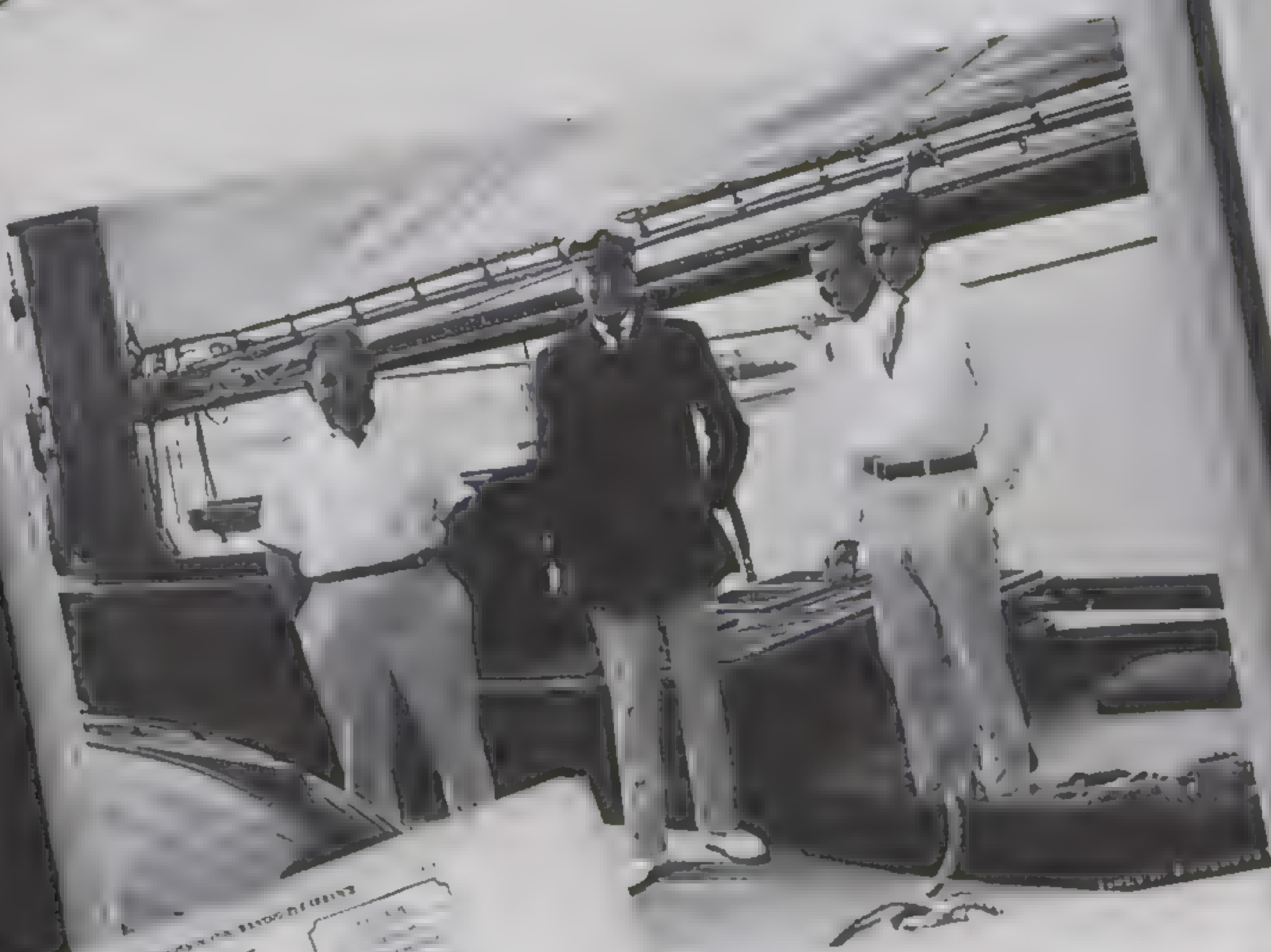
BY CECIL BEATON

SOME personalities, even of very exceptional people, are too elusive to be caught by poet, biographer, painter, or photographer; yet if they possess neither the gift nor the wish to express themselves on paper—even in the writing of their letters—it is still possible to have a true picture of such people. All that goes to make up individuality—choice of friends and places, sense of humour, varied tastes and interests—is revealed by the pictures, snap-shots, press-cuttings, clippings from magazines, and all the miscellanea they have thought fit to enshrine in their scrap albums. Two close friends, whose interests are, apparently, similar, will have collections of quite different character.

The essence of the scrap-book is that it is the record of an individual in a changing world. When a baby is born, it is difficult for even the most sanguine parent to gauge exactly what its future life will be. But to look back on snap-shots of infancy is to find characteristics which later become quite clear, so that through all the differences of age and of clothing the individual is apparent. No matter how unimportant the events themselves, the passage of time endows them with a dramatic quality. The development of taste can be followed by turning the pages to see Mrs. Molesworth giving (Continued on page 138)

A. From Mrs. Shevlin Smith's album: Lady Stavordale with Sir Richard Sykes; Mrs. Payne Whitney, painted by Boutet de Monvel; Lord Sefton; Mrs. Rhinelander Stewart; Miss Evelyn Laye; Lady Warwick; a tea-party at Lady Dorothy Plunkett's; Lady Mendl and the Hon. Edward Harmsworth. B. Also from Mrs. Smith's scrap-book: The Guest-McCann wedding, in 1934; Lady Sylvia Ashley; Mr. and Mrs. Jay O'Brien, in fancy-dress; Lord Brownlow; the Duchess of Sutherland, with Mr. Wolcott Blair; Mr. Harold Talbott; Lady Daphne Weymouth. C. Her Majesty Queen Mary, from Mr. Beaton's album





New York Yacht Club Cruise 1925
John Parkinson, Harold S. Vanderbilt
"Kim" Hollins, Frederic S. Allen



Rodman Wanamaker party, 1925

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YOU WILL BE HOME GOING TO AIKEN WEDNESDAY STANDING ON MY HEAD
WITH EXCITEMENT GIVE MY LOVE TO EVERYONE LOVER
NEEDLE.



Stratford Society Girl Engaged To Millionaire N. Y. Horseman



MISS ADELE ASTAIRE TO WED PEER'S SON

Astaire Is Engaged to Marry
Lord Charles Corporation Son
of Duke of Devonshire

WILL DROP STAGE CARE

It is the first time Astaire
has been known to leave
the stage since he was
first seen in 1924.

D., E., and F. are leaves from Mrs. George Howard's album, enshrining a Newport fancy-dress ball, a New York Yacht Club cruise, and a Palm Beach party. D. Left to right, seated: Mr. Roy Hazard, Mrs. Amcotts Wil-Thomas Dickson, Mr. Douglas Paige, Mrs. Dodge Sloane, son. Standing: Mr. Quentin Feitner, Mrs. W.F. Harrison, Mr. O. Perrin. E. Mr. Harold S. Vanderbilt and crew—Mr. John Parkin-son. Mr. "Kim" Hollins, and Mr. Frederick Allen. F. Messrs. Charlie Chaplin, James McVickar, Florenz Ziegfeld, and Mrs. Howard, at the Wanamaker party. G. and H. are from Miss Beatrice Patterson's album



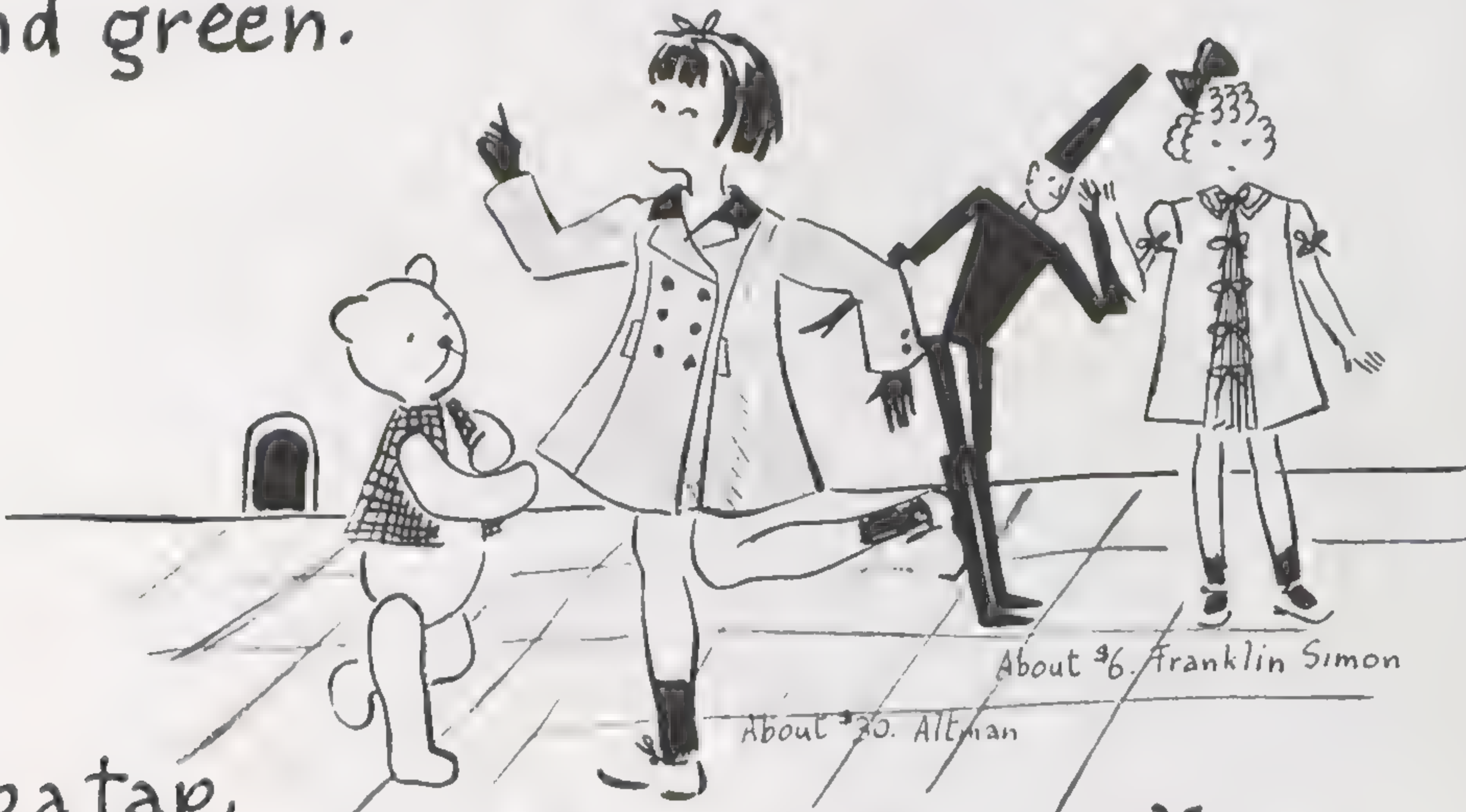
About \$7. Altman



About \$30. Lord and Taylor

FINDS-MY SIZE

Story-books tell about princesses. I like my thin wool princess dress better than any old draggy train. Jane likes her plaid wool coat better, too. It's red and blue and green.



About \$6. Franklin Simon

About \$30. Altman

Jane can almost do a tap, in her brown tweed coat with a furry beaver collar. Jumping-Jack tells me, "That's a nice dark-blue taffeta dress". I can count to seven bows.



About \$35. Altman

About \$6. Bloomingdale

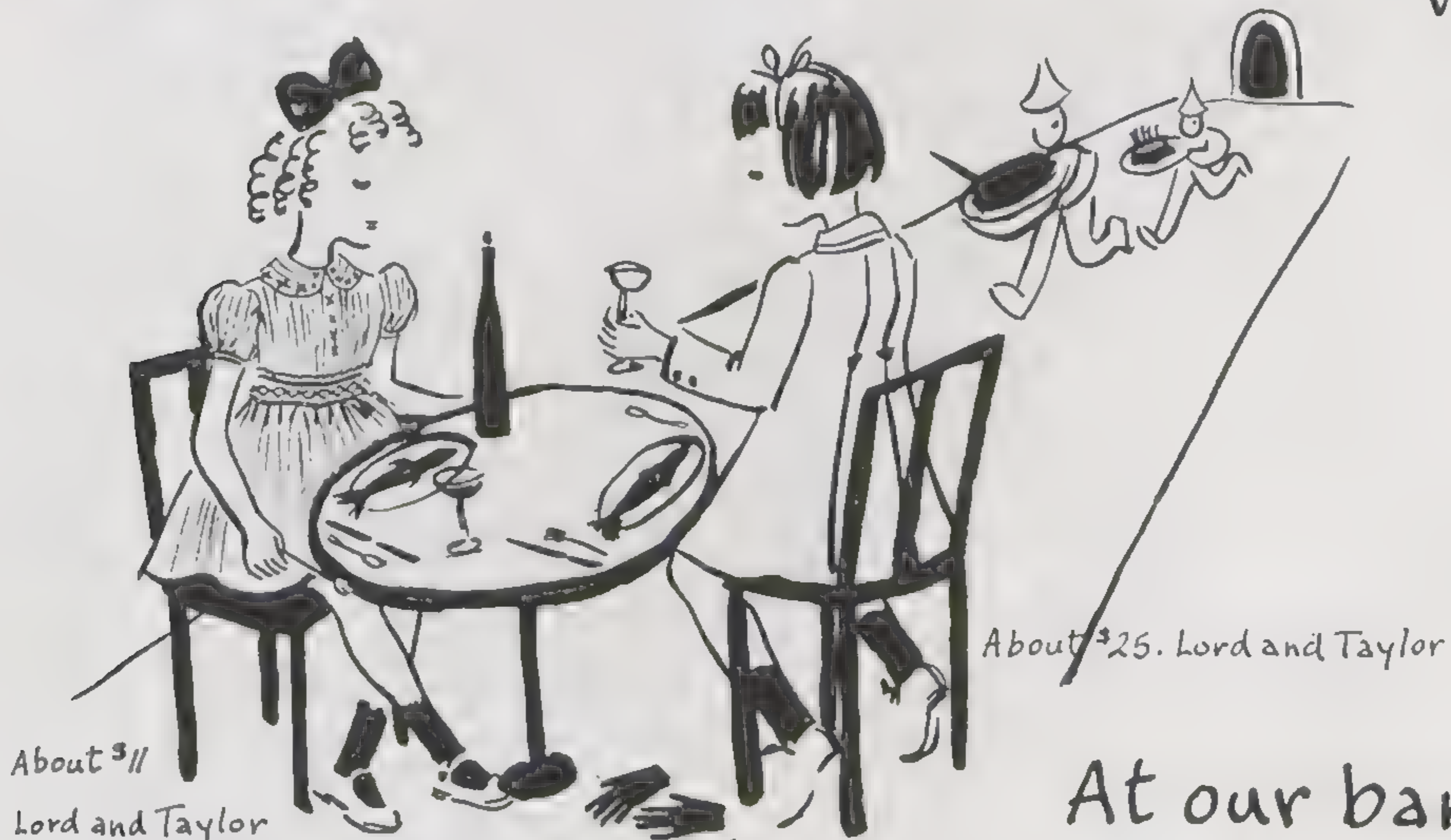
Jane's policeman doll is English. So's the way her green homespun wool coat is made. It has a collar from a real leopard. My crêpe dress is navy-blue, like uniforms



About \$22. Franklin Simon

About \$5. John Wanamaker

Our clown knows all the words on the song sheets. He is making a song about Jane's rose wool coat with a velvet collar, and one about my yellow linen dress with blue bows.



About \$11
Lord and Taylor

About \$25. Lord and Taylor

At our banquet, Jane gives me a toast, because I'm hostess and have a blue corduroy dress with party smocking. Jane's company, so she keeps her blue mixed tweed coat on.



About \$7. Bonwit Teller

About \$23. Best

I guess we ate too much. Jane's asleep in a Harris tweed coat. I'd stay awake to look at my geranium piqué dress with blue scallops, but... I'm sleepy, too...

(shops in other cities have these clothes)



Left: The Duchess of Westminster, in whose house the photographs on these pages were taken. She is one of the best-looking English Duchesses, and has a collection of beautiful jewels

Opposite page: The drawing-room has baroque pink walls, white slipper satin curtains, a white lamb's-wool carpet, and a screen with gay flowers on a green ground. Décor by Arthur Boys

Below: Lady Colefax did the decorations for the dining-room of the Westminster house, with white plaster reliefs on sea-grey walls, curtains and chairs of sea-grey silk with a painted design





CECIL BEATON

THE DUCHESS OF WESTMINSTER'S HOUSE

THE Duchess of Westminster, one of the loveliest women in London society, has, fittingly enough, one of the loveliest houses in London—an airy, spacious house in Little College Street, Westminster, charmingly furnished in a combination of classic and modern style. This combination of old and new, incidentally, is the favourite setting of the rising generation of London hostesses.... The general air of freshness and gaiety makes a magnificent background for the dark beauty of the châtelaine (who has been painted by practically all of London's most distinguished artists). White, and clear, light colours, predominate in the colour-scheme; notably in the dining-room—with its white plaster reliefs against sea-grey walls—done by Lady Colefax, whose flair for dramatic décor is famous on both sides of the Atlantic. The hall is white, with blue-violet curtains picked out in scarlet



EISENSTADT

SPANISH SILHOUETTE REFLECTED IN A MIRRORED TABLE AT RUBY ROSS WOOD'S NEW SHOP

AUTUMN DÉCOR

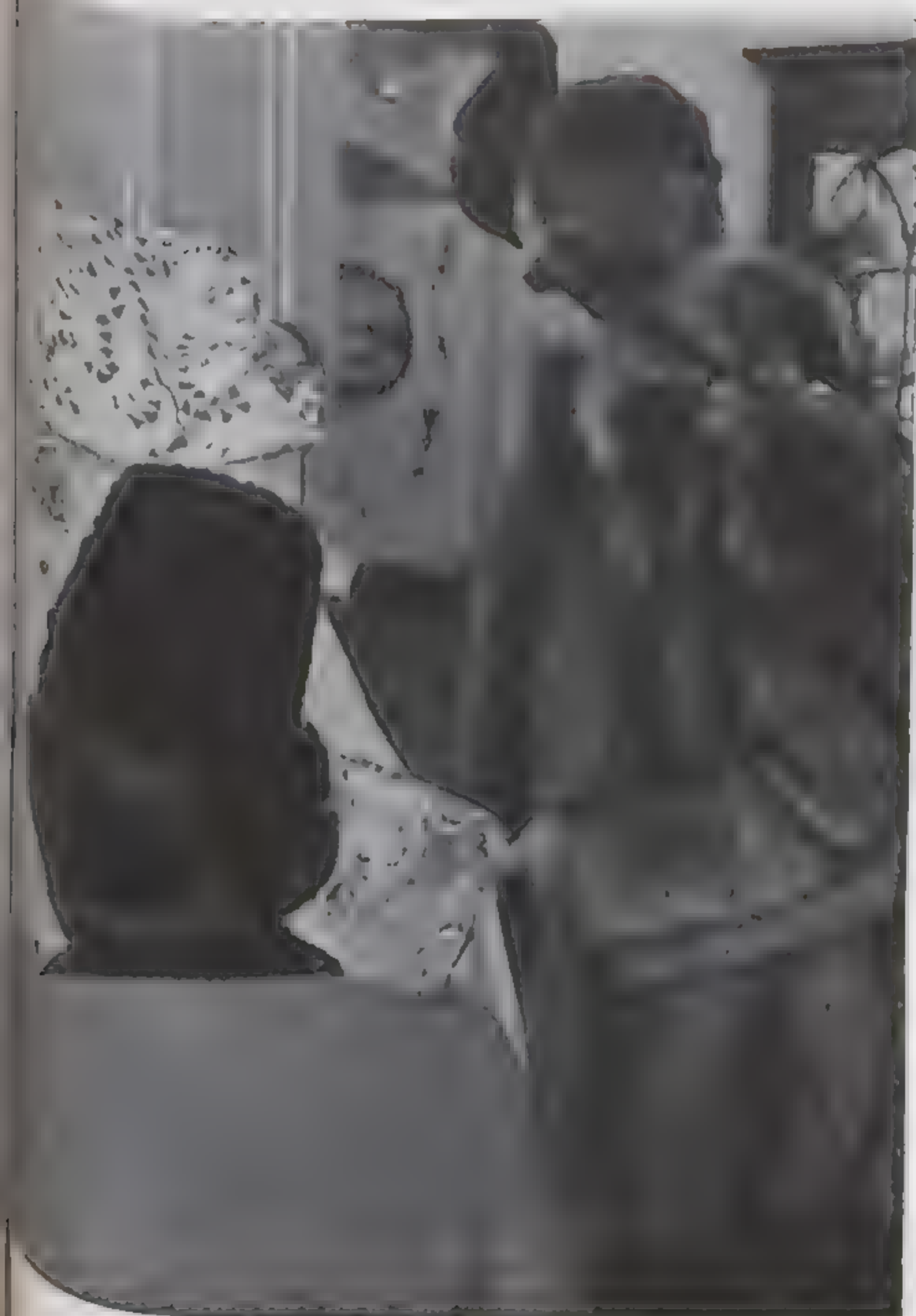
These new autumn models are posed against the charming background of Ruby Ross Wood's new Interior Decorating Shop on Park Avenue. 1. The girl eyeing a James Reynolds flower water-colour, which Mrs. Wood uses so frequently and so effectively, wears a black wool dress and velvet turban; Jay-Thorpe

2. Here is another view of the outfit reflected in the mirror table on the opposite page. An outfit faintly Spanish: a Gaucho sailor of black felt and a black wool dress, enlivened with blue inserts, circular skirt, tasseled belt. Dress: Best; Marshall Field; Neiman-Marcus

3. Architectural scrolls frame the back-seams and cuffs of this beige-and-brown tweed jacket—a jacket that's a shade longer than what you've worn heretofore. The skirt is of brown tweed, and the Talbot felt hat is laced with leather; Saks-Fifth Avenue, New York, Chicago

4. Plaster-pink is a fine refurbisher for you or your house. The background of this room is in this shade, and the girl pondering over the glass wears a jacket of decisive pink tweed, edged with Persian lamb, and a turban of the same fur. Dress and hat; Bergdorf Goodman

5. The girl hanging over the chintzes in Mrs. Wood's shop wears a short and very light-weight jacket of silver fox. It's slim and tailored enough to wear in the afternoon, and an infallible answer to autumn and winter evenings. Hattie Carnegie; I. Magnin, California





Reminiscent as a lithograph: the formal black velvet pleating on this black crêpe dinner-dress; the rib-long jacket—the brimmed velvet hat. Bonwit Teller; I. Magnin, California

Silhouette of 1795: the true-to-life modelling of the black crêpe sheath; that fabulously high waist-line; the bead-clump clips—the hem lifted for a glimpse of slipper. Henri Bendel



Directoire Ball aftermath: Pink roses, pink ribbon underlining the Directoire waist of this black crêpe dinner-dress. Velvet bonnet. Hattie Carnegie; I. Magnin, California

American Directoire



Black Persian lamb makes this military cape with pleated shoulders and disciplined swing. Velvet hat. Russeks



NELSON

Enter the fur ensemble: black caracal and wool coat, caracal toque, caracal-trimmed dress. Stein and Blaine



Frock No. 7768: Score on the side-lines during crisp autumn football days or on campus in this jacket blouse and panelled skirt. The high patch pockets and lapped seams add detail interest. It's designed for sizes 12 to 20; 30 to 40

Two-Piece Suit No. 7784: Styled for campus days or dates, this high-buttoned jacket cuts down into a modest peplum, and tops a skirt flaring sufficiently for grace. Add a fur or fabric collar. Designed for sizes 12 to 20; 30 to 38

Frock No. 7774: A favourite classroom assignment is this tailored one-piece frock with its shirt collar, vertical pockets, and shaped front panel widening into walking fulness in the skirt below. Designed for sizes 12 to 20; 30 to 40

The back views are on page 140



7784

7784



7774

One-Piece Frock No. 7783: For faculty teas, rushing, or an important Saturday night, this "Easy-to-Make" frock clusters its blouse fulness into soft front folds above a narrow inserted vestee. Designed for sizes 12 to 20; 30 to 38

Evening Frock No. S-3995: To move the stag-line toward you at the year's first party, dance by in this suavely fitted evening gown with its skirt fulness giving a godet effect at the centre-back. Designed for sizes 12 to 20; 30 to 40

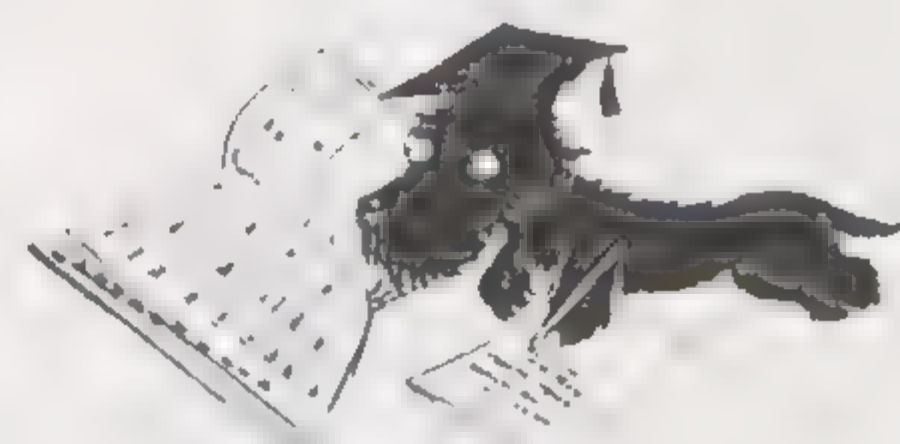
Coat and Skirt No. S-3992: Swing onto the train for an out-of-town week-end in this double-breasted reefer, with front and back seams to mark the new lower waist-line. The skirt is straight, belted. Designed for sizes 12 to 20; 30 to 38



Cut out for college
designs for dressmaking



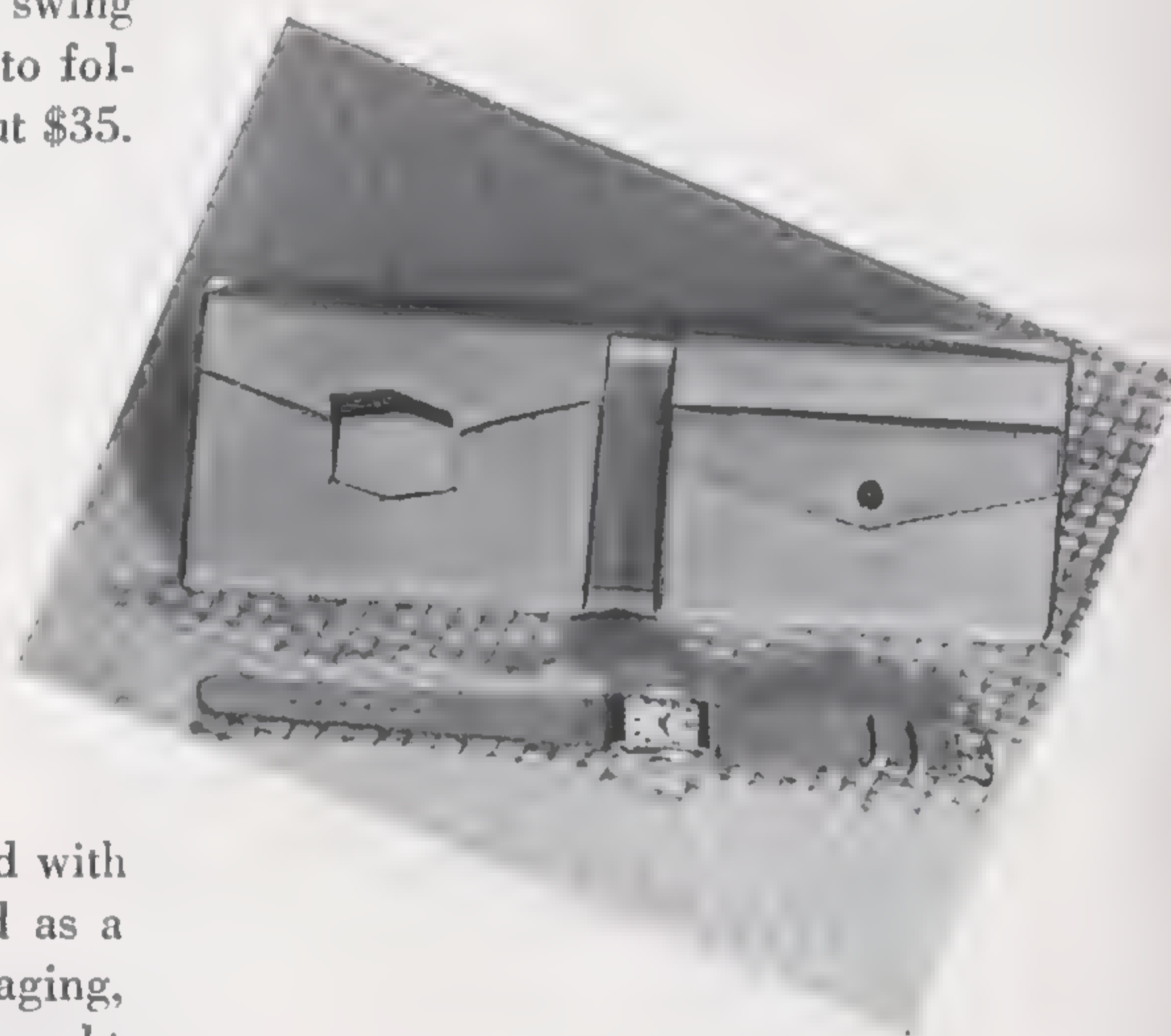
PROFESSOR SHOP-HOUND



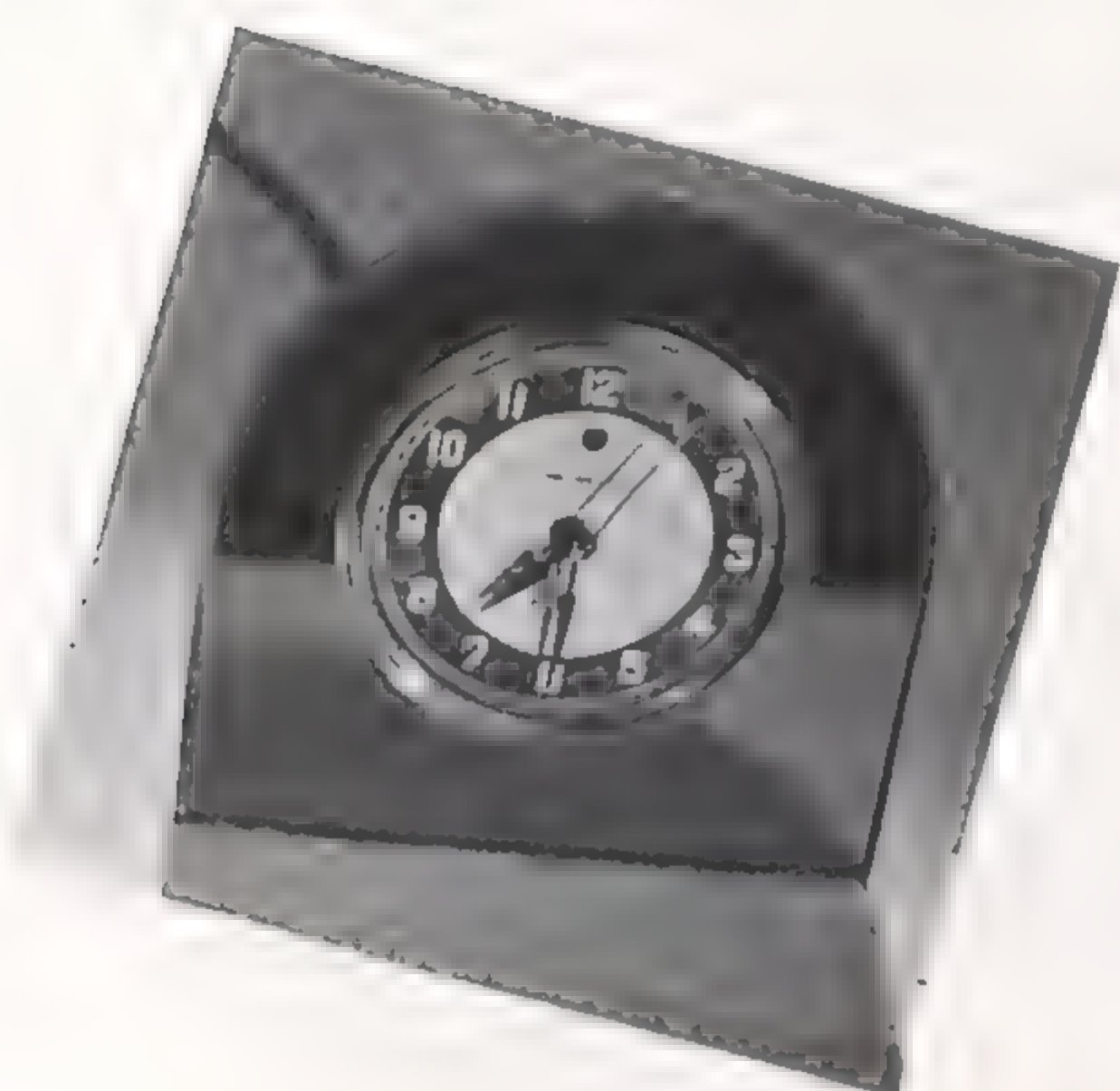
YOU may go to college to learn. But you stay to write. And Shop-Hound knows you'll scribble lecture notes as long as any cap-and-gown processional before you finally write B.A. behind your name. It's almost automatic, this writing, but if your pen stumbles, your grade falls. The Parker Vacumatic pen and pencil sets will see you through to *summa cum laude*, if anything will. The new speedline set works like a roller coaster, and is very handsome, all laminated pearl. Both pen and pencil hold fast to your pocket, or belt, with neat arrow clips. About \$7.50 for the pen; about \$3.50 for the pencil. Have both.

It's one thing to find the clothes that fit into your plans for college, and another thing again to make them fit into the trunk which takes them there. John Wanamaker designs a trunk as all-inclusive as a college curriculum—ten hangers, a smart tweed-textured dust curtain which becomes a laundry bag, a drawer for books, and a removable laundry case ready for mailing. It's slick dark-blue, inside and out, and handsome chromium handles open the drawers. You won't swing onto the train with bundles banging your knees, or clothes left to follow dismally by the next mail, with this fine college trunk. About \$35.

A hand-bag on the campus is as troublesome as an eight o'clock exam on Saturday morning, but this smooth little Buxton pigskin wallet which Shop-Hound found at Lord and Taylor slips comfortably into your pocket to end that part of your financial worries. It folds flat, no matter how you load it, because of some clever construction invented by Buxton. About \$6.... Borrowing more ideas from the men, Shop-Hound picked this Hamilton watch, with a pigskin strap, to take you to class on time. The "Elliott" has a seventeen jewel movement, raised figure dial, fourteen carat gold-filled case. About \$53.



If menageries are rampant in your college dorms, go surrounded with some pets from F.A.O. Schwarz. A sprawly leopard is as good as a cushion for your dormitory cot. A lioness, with cubs, is engaging, if a slightly fierce glare in her eyes doesn't put you off. You ought to have the reclining father lion, too. There are recumbent wolves, honey bears, polar bears, kangaroos—complete with young; and a curled-up Pekingese. In any case, have some of the tiny soft chenille animals, at less than \$1. I like the donkey, and, without wanting to be traitor to my breed, must admit that the Sealyham is very nice.



Any member of your family, who pictures you as up and playing tennis before chapel, should send you off with this General Electric alarm clock. It rings for twenty minutes in the sweetly deceiving tones of a telephone bell—which no one has ever been known to ignore. It runs by electricity, which means that it won't run down and fool you into being late for class. About \$6. At Lewis and Conger, framed in mirror glass.... To keep yourself awake, when cramming for exams, go prepared with a General Electric coffee percolator. It has simple modern lines, holds about six cups, and costs about \$8. You'll find this at Hammacher, Schlemmer. (Continued on page 131)



Youngsters



"HAPPY BIRTHDAY to you" — and in the youngsters troop with their parcels — and their appetites. "For", say they, "what's a party without good things to eat?" And they're right... So now to the table, and — bring on the soup! For there's a dish hungry children always take to with a vim. Ice cream and cake and party things of course — but also give them one simple hot sustaining soup. Mothers everywhere know how eagerly youngsters go for that good Campbell's Chicken-Noodle, with its golden egg noodles and tender pieces of chicken in a delicious broth... Or if it's Campbell's Vegetable Soup, they take just as eagerly to its delicious vegetables and tempting beef stock.

— or Oldsters

AND TO GIVE a zest to grown-up appetites, what is more effective than a tempting soup with downright good eating in every delicious spoonful? Sets a dinner off to a good start — and on the way to a fine finish. For example, there's Campbell's Pea Soup — a smooth purée of sweet, nutritious peas, blended to perfection with fine table-butter... Or Campbell's Consommé — a consommé that will do you credit, and of which you will be proud... And these are but two of twenty-one delicious kinds in all. How many have you tried?

Campbell's
SOUPS



Helen Vinson wears

Peggy Sage "Tulip" Polish

in "Walter Wanger's Vogues of 1938"



The beautiful hands of Helen Vinson, lovely young leading lady of the screen. Posed while at work on her latest Walter Wanger Technicolor picture, this close-up shows Miss Vinson wearing Peggy Sage's "Tulip" polish—an exclusive "dusty" shade.

Always graceful, expressive of charm, are the hands of this talented English actress. For her most recent screen role, Helen Vinson chose Peggy Sage's "Tulip" nail polish to tip her enchanting fingers.

A glamorous hue, Tulip's softened blue-red harmonizes with the lovely new greens and wine tones for Autumn... lends stunning contrast to white or black. It is particularly lovely with fair skin tones.

Ask for this exclusive Peggy Sage color at any of the better shops. And be sure to see those other

"dusty" shades of elegance. Bisque and Shrimp, Dusty Rose, Red Banana, Rust, belong to Miss Sage's marvelous galaxy of fingertip fashions...to her rose and red and jewel tones that hold the perfect answer to every feminine whim.

And would you see your hands always smooth and soft and lovely... matching the charm of your Peggy Sage nail polish? Then start now to be faithful to Peggy Sage's luxurious Hand Creams and Lotions, her Preparations for the health and beauty of nails and cuticle.




PEGGY SAGE
SALON MANICURE
PREPARATIONS

Liquid Polish \$1.00... Lubricant Polish Remover 50¢... Lubricant Cuticle Remover 75¢
Fingertip Treatment Kit \$1.50 (for the health of nails and cuticle)... Gardenia Liquid
Hand Cream \$1.00... Hand Lotion \$1.00... Hand Mask Cream \$1.00... Hand
Smoother and Softener Cream \$1.00. Manicure Sets \$3.00 to \$35.00.

PEGGY SAGE SALONS: 50 EAST 57TH STREET, NEW YORK... PHONE PLAZA 3-9011
LONDON: ONE THIRTY NEW BOND STREET... PARIS: SEVEN PLACE VENDOME

DISCOVERIES IN BEAUTY



ANDERSEN

"Vega" is the bright new star in Guerlain's firmament. Named for the constellation, the scent has the sparkling, exciting quality that makes it one of the perfume events of the autumn. It is just arriving in the exclusive shops

EVERY so often an important trend in beauty preparations makes itself felt, and one such that has appeared on the horizon is a new general type of cleansing cream. Various makers give it various names as they introduce it, but it is universally a light, delicate cream which does not liquefy on your skin and which has definite softening as well as cleansing properties.

A perfect example of the type we mean is Primrose House Chiffon Cream. It is not a cold cream, not a liquefying cream, but a very light emulsion with an entirely new feel in texture. The lovely fluffiness of this particular cream is due to the fact that it is made with little base and that it has been whipped and whipped in the making. It goes on and off quickly and easily, leaving no oily, sticky feeling on your face, and even the brief time of application makes your skin feel softer. If you want to use the same cream at night, it provides a good light emollient. The Chiffon Cream is a companion piece to the lovely Primrose House Chiffon Powder, and you will find them both in stores throughout the country.

As summer has progressed, perhaps you have found that the lipstick shade that will best offset the colour you have acquired should be on the bright, rather than the deep cast. Louis Philippe has provided for this with a new brilliant scarlet "Promenade" lipstick and the little pot of Incarnat rouge to match. This is a colour with a great deal of life, and, whether it is on your lips or cheeks, it looks bright and healthy. It is a perfect shade to complement a light tan, and, if you have used Louis Philippe lipsticks, you know that they endure through every crisis.

In midsummer, when both you and your face are hot and tired, a Lavena cleansing is a happy idea. Lavena is that pleasant oatmeal preparation, faintly lavender-scented, that is so simple and effective to use. You blend the powder with water, rub it gently over your skin with your finger-tips, and remove it with a wash-cloth dipped in warm water—and there is your face, fresh as peppermint. This can supplement your cream cleansing or be used by itself, and, if you leave the mixture on your skin for two or three minutes, it acts as a gentle pack. The softening and clarifying qualities of the oatmeal are effective in combating annoying blackhead and large pore conditions, and the fresh, cool after-effect is especially nice in hot weather. You will find Lavena at the cosmetic counters in drug and department stores.

When you hear of a perfume that is also a deodorant, you may be a little skeptical. Can it be a good perfume? Can it really deodorize? The answer is yes, and the name of the combination is Parfum L'Odorante, by (Continued on page 124)

HERE'S THE WAY TO ESCAPE SHARP "Razor Stubble"



AFTER REMOVING
ARM AND LEG HAIR



*A Discovery That Not Only
Removes Hair Instantly, But
Completely Solves the Sharp,
Bristly Re-Growth Problem*

Modern science has at last found a way to remove arm and leg hair — and avoid the sharp, bristly re-growth that follows the razor.

Due to a scientific discovery a way has been found that solves the arm and leg hair problem as women have always hoped it would be solved.

What It Is

It is an exquisite toilet accessory, resembling a superior beauty cream in texture. You simply spread it on where hair

is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone — gone so completely that, even by running your hand across the skin, you cannot feel the slightest trace of stubble. For this amazing creation definitely leaves no sharp-edged after-razor "stubble"... When re-growth finally does come, it is utterly unlike the re-growth following the

razor. You can feel the difference. No sharp stubble.

The skin is left soft as a child's. You feel freer than probably ever before in your life of annoying hair growth.

Where To Obtain

It is called NEET — and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

Neet

CREAM HAIR REMOVER



The Se-Ling Durotwis gives day-time strength to stockings of evening sheer-ness.

Mirrors are Friendly to Legs in SE-LING

And admiring glances will confirm your mirror's tale of loveliness when you wear Se-Ling hosiery. They cling, they flatter, they slenderize . . . And yet you'll find them unbelievably durable. Ask for Se-Ling by name at your favorite shop.

SE-LING HOSIERY MILLS, Inc.
Nashville, Tennessee

THE ARISTOCRAT OF EXQUISITE HOSIERY

DISCOVERIES IN BEAUTY

ANDERSEN



Coty's Vacation Kit gives you complete beauty equipment in smart, compact, and inexpensive guise

(Continued from page 122) L'Orlé. When you sniff this liquid, it smells like a pleasant scent—or, one of many pleasant scents, since there are a variety of fragrances—and when it is on the skin it acts very effectively as a deodorizer. The Parfum comes in flask-like bottles with shaker tops that are convenient to use, and one of its better features is that it is made also in a number of masculine scents—Boots and Saddles, Heather, and such. This is one of the things that a woman can buy for a man feeling sure he will be enthusiastic, once he has tried it.

The L'Orlé company makes concentrated essences of perfumes, and that is the reason they have been so successful in impregnating L'Odorante with an amount of perfume to leave a faint, but very distinct, fragrance that lasts as long as regulation perfume does. There are any number of feminine scents from which to choose as well as the special masculine group; you will find them at Saks-Fifth Avenue in New York and in other shops throughout the country.

Taking your tooth-brush travelling is always one of life's minor problems, unless you have a special place for it in a fitted case. Pro-phy-lac-tic has provided a solution to the matter in the "Travel Kit," a case only three and a half inches long, that contains the upper half of a tooth-brush. But you are not left with half a brush, because the case itself screws on to form the handle. The tip of the case is open, to let your brush dry when you stick it in at the last minute, so everything is taken care of. The brushes are the excellent Pro-phy-lac-tic variety with round-end bristles that are good for massaging your gums, as well as brushing your teeth. You can find this new stroke of ingenuity wherever the Pro-phy-lac-tic brushes are sold.

If you need a new bathing-cap to finish out the season, don't forget that the Latex caps have proved a boon this summer. Their thin texture makes them (Continued on page 126)



ANDERSEN

Kleinert's new bottle bags, slide-fastened, gaily printed, and rubber-lined, are holiday inspirations

IT'S A STARTLING FACT...
ONLY ONE OF THE CUSTOM-
 TYPE CARS HAS MODERN
 SAFETY FEATURES!

FOR SAFETY'S SAKE

-DRIVE A

CHRYSLER!

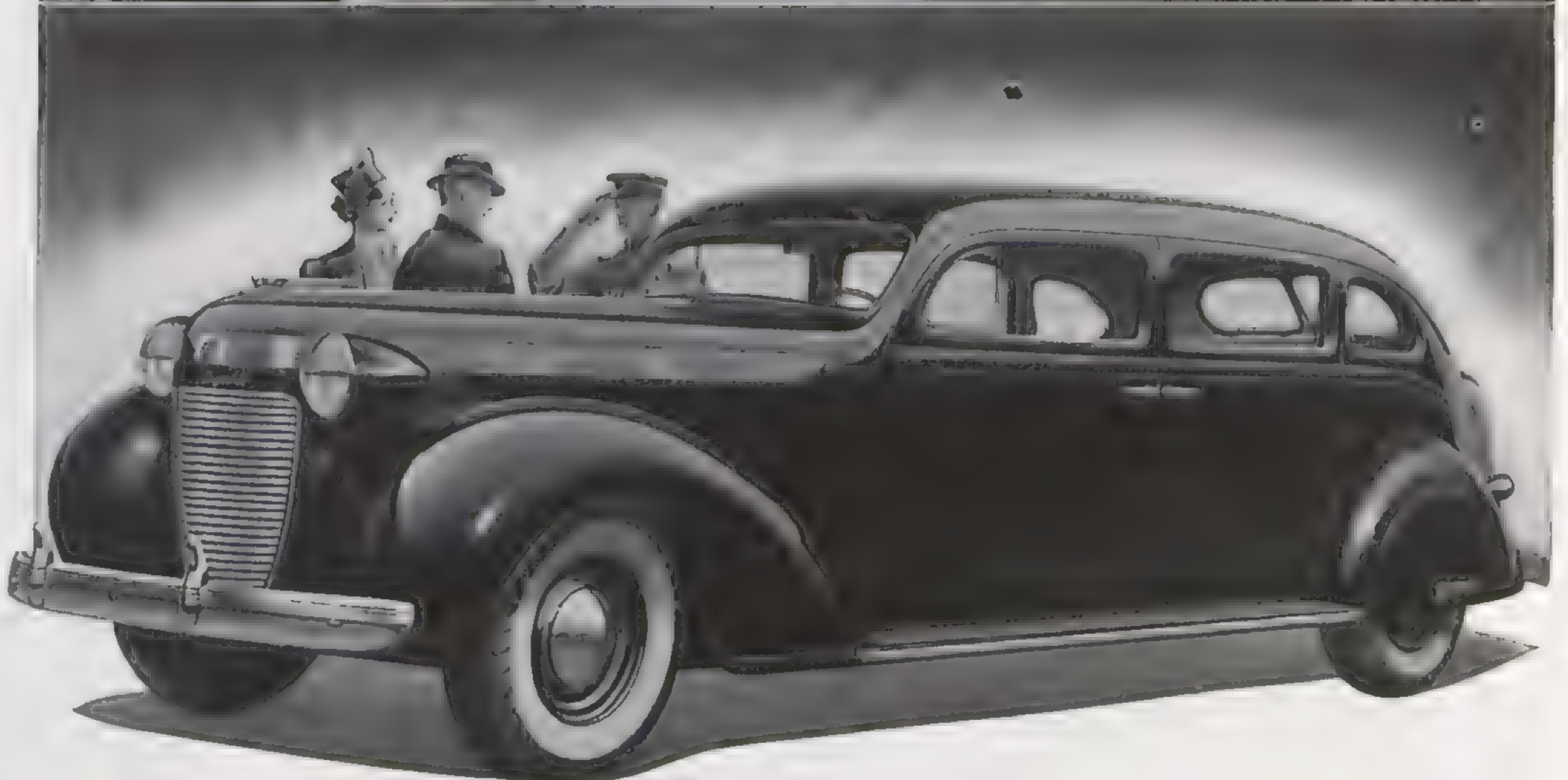
*A*LL-STEEL bodies! Most low and medium-priced cars have them today. Yet the very finest cars—which should have the best of everything—usually lack this protection.

Only Chrysler, of all American makers, builds Safety *All-Steel* Bodies for its custom cars.

Hydraulic brakes! By a great majority, the industry votes them the best! Yet if you buy a high-priced motor car, you probably will fail to get them, *unless you buy a Chrysler!*

Certainly the family limousine ought to be as safe as a light coupe! If you agree... your search leads direct to the Chrysler Custom Imperial... a magnificent car of 140-inch wheelbase... a splendid value at its surprisingly moderate price.

See the Chrysler Custom Imperial at your Chrysler dealer's. Then see if you can find any car of its size and distinction that can match it in safety... or as a matter of fact, in performance or value.



Time payments to fit your purse on official Commercial Credit Company plan. ☆ CHRYSLER ROYAL... *Invades the low-priced field...* Ten body types. ☆ CHRYSLER IMPERIAL... *Now in the medium-price field...* Six body types. ☆ CHRYSLER AIRFLOW... *America's most modern motor car...* Sedan and Coupe. ☆ CHRYSLER CUSTOM IMPERIAL... *Chrysler's finest...* Sedans and Sedan-Limousine. Tune in on Major Bowes, Columbia Network, every Thursday, 9 to 10:00 P. M., E. D. S. T.



KENWOOD TWEEDS

with an ENGLISH ACCENT

Kenwood tweeds woven traditionally in a mill that duplicates even the English climate . . . turned out by a master craftsman with a flair for tailoring tweeds in the English manner. The quint-colored skirt has a slender hipline, and a generous plait so you can "take it in your stride." The double-breasted reefer coat is fully silk lined.

Woodland colors under an autumn sky in the late afternoon: tapestry blue, forest green, twig brown, Cubana rust, berry wine. Sizes: 12 to 20.



COAT AND SKIRT . . . \$49.95

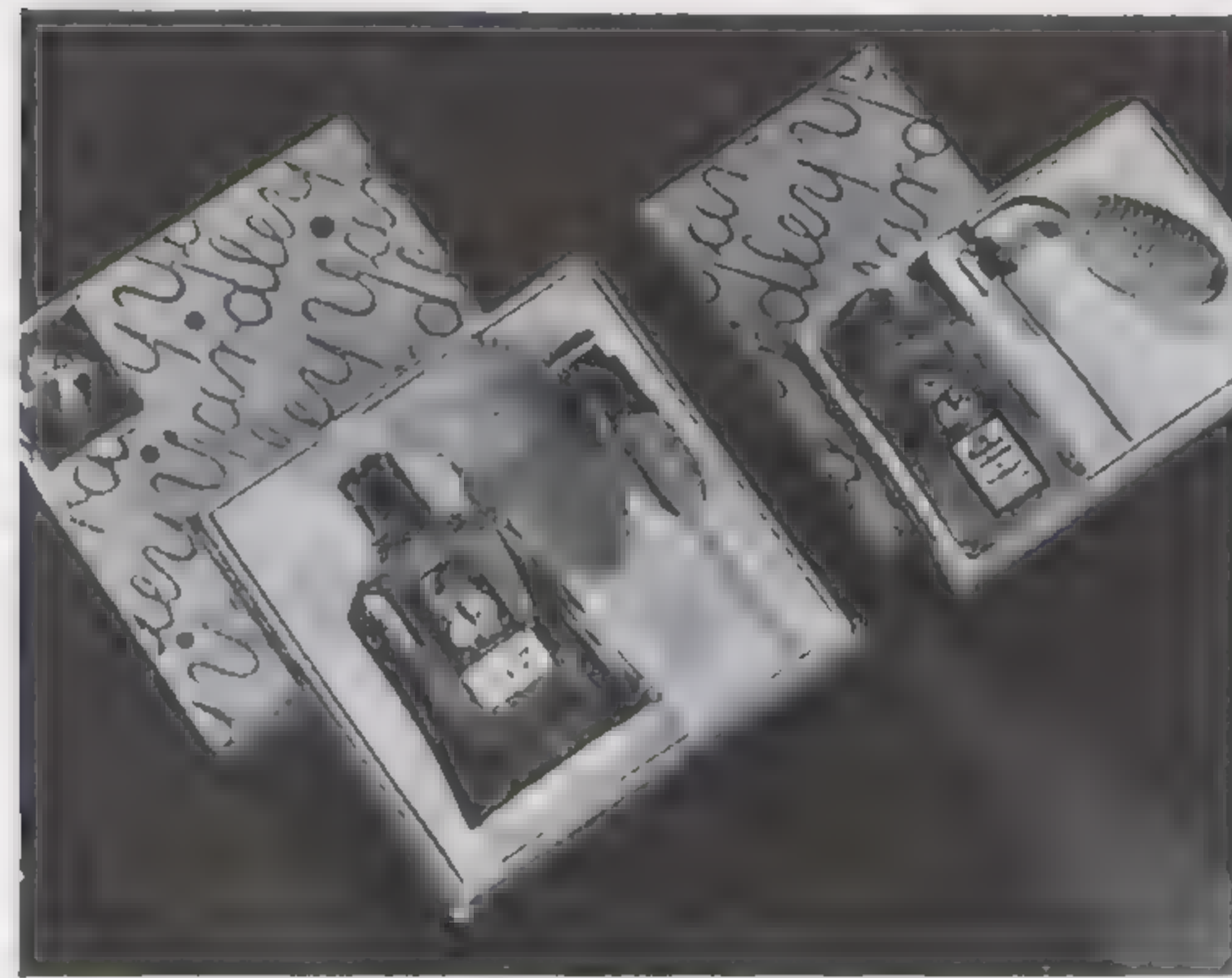
LORD & TAYLOR
NEW YORK

KENWOOD WOOLENS, INC., CHICAGO . . . ROOS BROTHERS, CALIFORNIA
and other selected stores throughout the country

KENWOOD TWEEDS ARE LOOMED BY THE KENWOOD MILLS AT ALBANY, N. Y.

DISCOVERIES IN BEAUTY

ANDERSEN



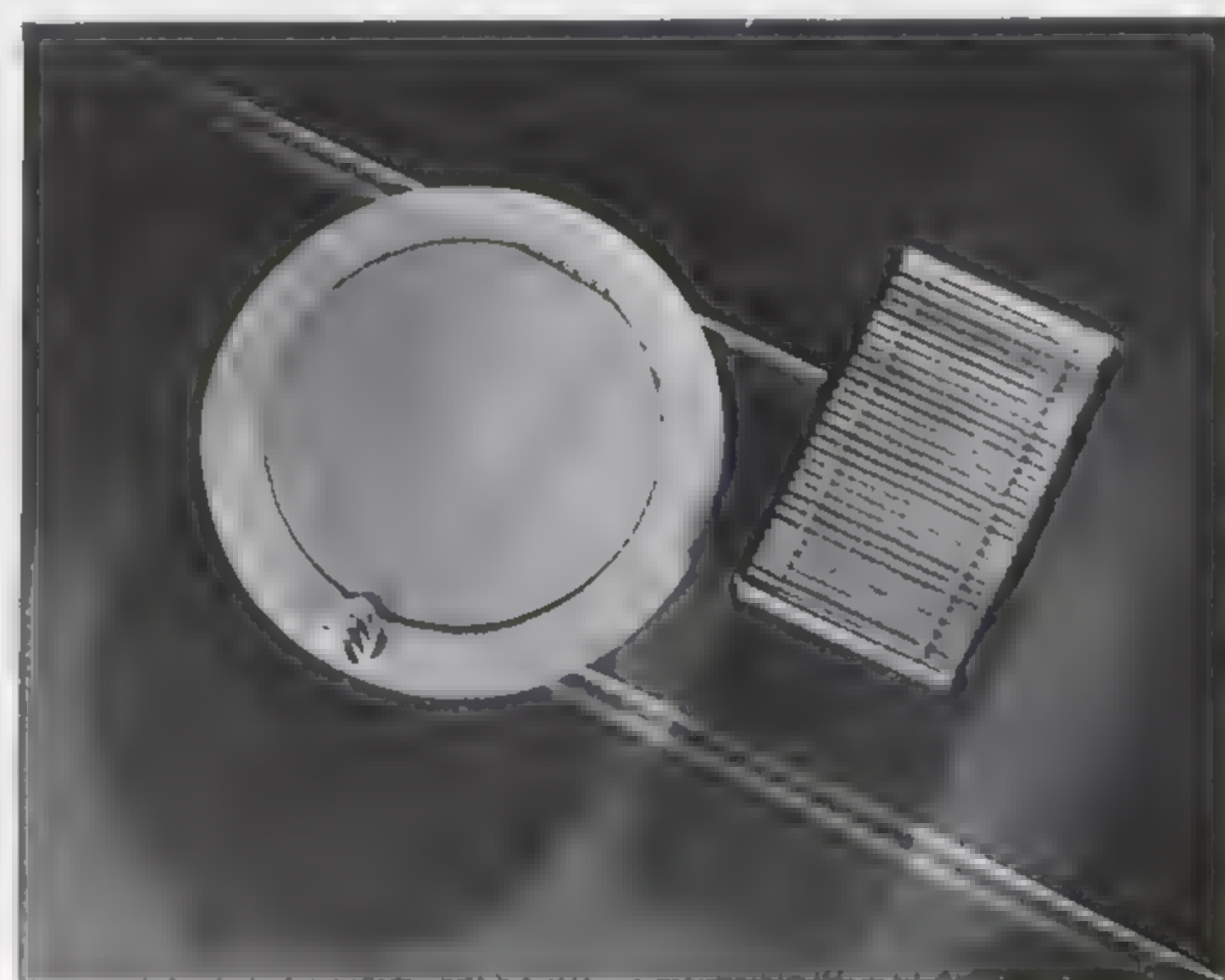
The newest bottles for Yardley's Lavender Water, classic fragrance of its kind, have atomizer tops

(Continued from page 124) marvellously comfortable, and, if you use the Latex cap under a second one, it acts almost like a hair net in keeping your wave in place. The Cellophane cases the caps come in are superb for carrying cigarettes about on the beach. You will find Latex caps in stores everywhere.

A favourite beauty stunt in England is rubbing the hair off arms and legs with a piece of pumice that gives a polished look to the skin, as well as leaving it free of hairs. Far easier and more efficient is the "stone" made in this country for this purpose, called Wonderstoen. This is a flat, pink circular disc, and you rotate it gently over your arms and legs till the hairs are gone and the skin has a smooth gleam. If the hairs are very long to begin with, it is advisable to shave them off first, then use the Wonderstoen regularly to keep them from returning.

If you keep rotating your Wonderstoen every day over the surface that you want kept free of hairs, the hairs just don't grow out to become visible—it is as simple as that. There are large Wonderstoens, and small, and you can buy them at the leading cosmetic counters.

At Ivan's, 714 Fifth Avenue, we are constantly being impressed by the innovations for solving hair problems. Their most recent acquisition is an imported permanent wave lotion that is entirely odorless. Besides eliminating that peculiar parched ammonia odor, this lotion gives a manageable firmness and body to the hair, and leaves it smoothly silky. (Ivan has curlers so small they will turn up half an inch of hair in a very decided manner, so it's not at all necessary to let the ends dangle fatalistically.) And from the beginning of the shampoo to the last combed-out curl, a permanent here takes approximately an hour and a half. Incidentally, Ivan has a lotion that will straighten the most frizzled hair, and, if you have had an unfortunate permanent, it can be remedied and readied for a new one in thirty minutes. If you know about the quick-dry-



The circular case of blond wood, "Woody", and the smart tri-metal case are Jacques Kreisler designs

DISCOVERIES IN BEAUTY



Perfect "little" gifts—Lucien Lelong's miniature soap cakes for guests and eau de Cologne in a trunk

ing wave lotion at this salon, perhaps you haven't realized that it will enable you to sit coolly, sans dryer, these late summer days and be wafted dry by nothing more mechanical than breezes.

In a sunny, pleasant salon at 1 East 53rd Street, Miss Redden gives scalp treatments and shampoos that are so efficient that your first reaction is to plan how soon you can go back for another. Her treatments include generous applications of sharp tonics and thick pungent ointments, both of which are massaged into the scalp with great firmness and determination. She uses the purest castile soap for shampoos, and rinses the hair, not with a spray, but in great bowls of warm, herb-scented water, infinitely soothing and fresh-smelling. Miss Redden has a particular treatment for every kind of hair problem, and each one is accompanied by hand massage and endless emphatic brushing. A good part of Miss Redden's satisfied clientele are men and children, so it's a nice place to get the whole family hair-conditioned.

When you go to Werner's, the hair-dresser, 379 Fifth Avenue, to have your hair done, you find deft hair-cutting, dependable permanent waves, and young and wearable coiffure ideas. One of their suggestions, not too extreme for summer, is hair short in back with a few smooth, flat curls on top and a centre part. Besides keeping youth in mind, this salon has some nice ideas for grooming white hair, including a Silver Tint rinse to keep it powdery and soft.

In addition to the very efficient kit for men (see below), the Ogilvie Sisters have produced a new beach cabaña kit, which will save and restore your hair during these last weeks of summer. The kit itself looks like green alligator and fastens firmly with a clasp. In it are a Tonic Cleanser, to clean water and perspiration from your scalp; Protecun, to keep the burning rays off your locks; Crème Set, something like a solid brilliance; and a bright bandana. The total cost is very small.



The Ogilvie Sisters' cases for men include this treatment trio, together with space for incidentals



RAYOLA^{*}

L I N I N G S

RAYOLA LININGS—styled for a more exciting fashion role. Chosen by discriminating women for texture loveliness and remarkable wear—to blend smartly with the new Fall woolens . . . For trim, tailored clothes we suggest sturdy Tarzan Twill . . . for dress-maker coats and suits—sleek Ladyfair Satin . . . for wraps or furs—luxurious Imperial Brocades. All RAYOLA LININGS are guaranteed for two seasons' wear. All colors perspiration-proof.

RAYOLA LININGS are woven of seraceta and CROWN RAYON . . . The Mark of CROWN TESTED QUALITY assures complete wearing satisfaction.



Ask for RAYOLA LININGS by Name at Leading Department Stores . . . Look for the Name on the Selvage!

* Reg. U. S. Pat. Off.

N. FLUEGELMAN & CO., Inc.

55-57 White Street

New York, N. Y.

INSURE THE LIFE AND BEAUTY OF YOUR *Fur Coat*



Imperial
TAG



Seal-dyed coneys coats may look alike—but only IMPERIALS retain their beauty. For the lustrous, permanent black of a fur coat depends upon the way that the raw furs were dressed and dyed. The IMPERIAL Tag is your

insurance that the skins in your coat were processed with the utmost skill and care by Philip A. Singer & Bro., Inc., one of the world's leading fur dressers and dyers.

The retail price of a genuine IMPERIAL Fur Coat varies, depending upon the natural quality of the raw furs. But, regardless of what you pay, if your coat bears the IMPERIAL Tag, you can rest assured it will retain its life and beauty.

AT LEADING DEPARTMENT STORES AND SPECIALTY SHOPS.

IMPERIAL FUR COATS

"Black Furs of Sparkling Beauty"

PHILIP A. SINGER & BRO., INC.

Fur Skin Dressers and Dyers

Newark, N. J.

FOR LASTING BEAUTY . . . DEMAND FURS DYED BY SINGER

NEWPORT IS A FAMILY AFFAIR

(Continued from page 105) Mrs. Oelrichs uses the rose-enclosed tennis court for strenuous games every morning. At all hours of the day you see her, with her tousled tawny hair, always hatless, wearing slacks, shorts, or a bathing suit. She is a gay informal hostess, so the Oelrichs have had many amusing dinners this summer, and a dance at the time of the golf tournament.

Not all the great palaces, however, were built in the last century. "Miramar," the beautiful house of the late Mrs. Hamilton Rice, was opened in 1913. It was built by Trumbar, the Philadelphia architect, and is one of perhaps a dozen houses in America that are outstanding examples of derived decoration. Mrs. Rice had a genius for quality, and her recent death loses for Newport one of its most beloved hostesses. I have dined and lunched there, just four people, and it has been perfection, while the ball she gave in Tennis Week every summer was the high point of the season's entertaining.

NEVER ON PARADE

In contrast to, and almost as important as, the monster houses is the pleasant informality which has always existed. Week-ends are festive, the rest of the week is rural. In spite of occasional busy ostentation, Newport is a New England seashore summer resort. Even at its grandest, it is never on parade—that is just its natural gait.

One can go crabbing of an afternoon in the briefest bathing-suit and then put on a luminous evening gown and go to the best dinner—as to setting, service, and food—that this strike-infected United States can still afford.

Above all, Newport is a closed corporation. Unlike such European resorts as Deauville, Cannes, or Biarritz, there is no Casino of the gambling-house variety. Newport, in 1881, was politely excited by the new Casino, but it was, and still is, exclusively a tennis club. Fortune Magazine in 1933 stated that it was designed by Stanford White and built at the instigation of James Gordon Bennett after he was dropped from the Reading Room, the men's club, for riding a horse through the doorway. This is only partly correct. Bennett was never dropped from the club. It was an English friend of his, named Candy, known on both sides of the Atlantic as Sugar Candy, who rode Mr. Bennett's horse in the Reading Room, and it was not Bennett alone, but a group of gentlemen who founded the Casino.

The Spouting Rock Club, where we gossip and swim mornings, is also private, and it is always called Bailey's Beach, after the old real estate operator, Joe Bailey, whose idea Newport was. The members of the Golf Club are selected by invitation or insinuation; so are the members of the Clam-Bake Club—a man's device for an occasional clam-bake and trap shoot and a delight to the families of the members because it is possible to give large or small parties there with ease. The Bradford Normans gave a dinner-dance there the eve of Fourth of July. It was the first large, and one of the most successful, parties of the summer.

ONLY ONE SWIMMING POOL

Unlike any other resort, Newport has no luxurious hotel. "The Viking" is an adequate place to spend the night, but it's in the centre of the town on a busy street corner. There is not a restaurant or a night-club in the place, or a patio. And there's only one pool, owned by the Persifor Frazers, which while highly decorative is not a 1937 model.

Comparisons may be odious, but it's amusing to contrast the two great resorts in America: Newport and Palm Beach. Frankly, the latter is more like Hollywood. In Palm Beach, people work at play; in Hollywood, they work at work. Both have a peerless climate; in each place the people are very varied; in each place there isn't a house or even a tree or a bush that was there fifty years ago.

I prefer Palm Beach. In fact, I love it, because it is filled with my friends. But my sense of humour makes me conscious

NEWPORT IS A FAMILY AFFAIR

that the imitation Spanish palaces, the amazing patios each with its own swimming-pool and personal moon are very much like movie sets—only better than anything Hollywood has done so far.

Newport hasn't much sense of humour. It's serious and, as I have said, largely a family affair. For instance, there are half a dozen sections of the Vanderbilt clan. The Cornelius Vanderbilts and their son and daughter, Mrs. Vanderbilt Davis, live at "Beaulieu," with many trips to New York on General Vanderbilt's yacht "Winchester." Mother and daughter are constant companions and have many mutual friends. "Mrs. Neelie" is perhaps the most famous hostess in America.

The William H. Vanderbilts often have as many as ten guests on their farm outside Newport over week-ends, and during the week they move *en masse* with the children to their near-by camp, where they cook and have a gorgeous time all by themselves.

KEEPING AN EYE ON "RANGER"

Mr. and Mrs. Harold Vanderbilt have spent the summer in the harbour on their yacht "Vara," perhaps to keep an eye on "Ranger." It's nice to know that "Gertie" Vanderbilt will be the first American woman to sail in an International Yacht race—that's because "Mike" Vanderbilt is owner and skipper of "Ranger."

There are the Szechenyis (more Vanderbilts) with their children, son-in-law, and grandchildren. And there is Countess Szechenyi's elder sister, Mrs. Harry Payne Whitney, one of our most distinguished women, living in her own house, surrounded by children and grandchildren—different ones at different times.

Just to help along, the Willie K. Vanderbilts have flown up once a week, at least, to lunch with friends or other Vanderbilts. Their ship is so luxurious, Mrs. Vanderbilt steps out in a large hat and soft flowered dress, as neat as from a band-box.

Next to the Vanderbilts in size and variety of ages is the popular Whitehouse family, with over a dozen in circulation.

Mrs. Roger Cutler, one of the most delightful women in the world, and her beautiful daughter, Mary Cushing, go to the same parties and have the same friends. Roger Cutler's favourite bridge opponent or partner is his step-son-in-law, Howard Cushing.

Mrs. Persifor Frazer shares her lovely house with her twin sister, Mrs. Edgar Eyre, the two husbands, and several sets of children. Two of the four Loew sisters are in Newport this summer. Mrs. Nicholas Holmsen, who is living in her father's house on Bellevue Avenue, and Mrs. Crawford Hill both entertain constantly and excellently.

MAH JONG STILL PLAYED

Big buffet luncheons are most popular in Newport—often set in the lovely gardens. Honest-to-goodness afternoon tea parties exist mainly for the strictly feminine contingent. Cocktail parties are given in all sizes, with drinks from tea up. One gay group has what is called a road-house every day—just a designated place to meet that particular afternoon. Towie vies in popularity with bridge, backgammon continues, and—will you believe it—Newport still plays Mah Jong.

The harbour sparkles with activity, helped by the yacht races. In fact, the sailing conditions of Newport are unsurpassed. Newport is also a perfect place for flyers to land; the Robert Huntingtons have flown up in their ship almost every week-end; the Grover Loenings several times. Harold Talbott arrived for an hour one Sunday afternoon at "Dumpy" Oelrichs's, saying he'd flown up just to cool off.

Apropos of clothes, strictly summer sports things are better than ever, while the more important clothes have lost much of their elegance. For day, this is a white summer, spangled with brilliant colours. At night the three high favourites are: white, black, or black and white, printed chiffon or crêpe. (Black is a novelty for the seashore.)

The most popular sweaters are (Continued on page 130)



● For your Autumn season transition . . . whether it be travel, school or just casual wear . . . this original *Lampl* Kravene will answer your every whim. It is young, vibrant and alive . . . authentically interpreting the season's trend. Make it your wardrobe's favorite. See it in the new rich fall tones at important stores everywhere.

● A few representative stores featuring Lampl fashionable knits ●

CARSON PIRIE SCOTT & COMPANY, Chicago • THE J. L. HUDSON CO., Detroit
JOSEPH HORNE COMPANY, Pittsburgh • D. H. HOLMES COMPANY, New Orleans
THE EMPORIUM, San Francisco • STIX, BAER & FULLER COMPANY, St. Louis
B. FORMAN CO., Rochester • THE HIGBEE CO., Cleveland • HOLLYWOOD SHOP, Abilene
THE DAYTON CO., Minneapolis • THE ADDIS CO., Syracuse • BALL STORES, INC., Muncie
HERZFELD-PHILLIPSON CO., Milwaukee • THE JOHN SHILLITO CO., Cincinnati
GEO. B. PECK CO., Kansas City • LEVY'S TOGGERY, Memphis • WOLF'S, INC., Des Moines
GEO. INNES & CO., Wichita • MEYER JONASSON'S, Toledo • A.W. COX CO., Parkersburg
AUERBACH COMPANY, Salt Lake City • L. S. AYRES & COMPANY, Indianapolis
THE EDWARD WREN COMPANY, Springfield • BURDINES, INC., Miami
J. L. BRANDEIS COMPANY, Omaha • THE H. C. CAPWELL COMPANY, Oakland
LAMPL KNITWEAR COMPANY • CLEVELAND, OHIO

IMPORTANT ENTRANCE REQUIREMENT

a Printzess

GLORALURE



A Gloralure coat is as traditional as Brooks sweaters, ankle socks, and brogues. A special blend of wool and mohair... fleecy, warm, water-repellent and wrinkle-proof.

• Chic, but not arrogant. Good for a full four years and heavy post-graduate work. Reasonably enough priced, too, for college budgets. • Don't crash the gates of learning

without your Gloralure. It looks so amateurish to have to send home for one *later!*



PRINTZESS FASHIONS ARE SOLD IN NEW YORK CITY BY SAKS, 34TH STREET and by other good stores everywhere. Ask your dealer to show you the new Fall Gloralures and other Printzess coats and suits. The Printz-Biederman Co., Cleveland, New York, Chicago.

NEWPORT IS A FAMILY AFFAIR

(Continued from page 129) the hand-knit short-sleeved ones from Saks, in lovely shades. Mrs. Gordon Douglas wears a beige one with a powder-blue crêpe dress, a flesh one with white, and a light blue one with a printed dress. Mrs. Douglas never wears a hat, and her hair is always neat.

To keep her hair in order, Mrs. Crawford Hill wears excellent bandeaux. One is a fluted halo of flesh-coloured linen—linen to match her dress. Mrs. Rockhill Potts wears a particularly successful visor halo, all white, from Hattie Carnegie, where she works—with a printed dress in white, blue and green.

The satin-finished Lastex bathing suits are worn by dozens. No one is more beautiful on the beach than Mrs. Howard Cushing in her two-piece halter and pants of emerald-green and white flowered chintz. Another attractive bathing-suit is worn by Mrs. Robert Goelet: when off, it rolls up like a tiny shirred muff; when on, it conforms itself with magical skill to the figure.

You don't see any eye-distracting slacks in Newport; they are always well tailored and in a sympathetic shade. Mrs. Oliver O'Donnell has nice champagne-coloured ones from Best.

GOLDEN-HAIRED GIRLS

Newport has a marvellous crop of golden-haired girls. Miss Adelaide Whitehouse's curly hair is pure burnished gold. Miss Aerielle Fraser, the daughter of Mr. and Mrs. Joseph Washington Fraser, has spun-gold hair. Miss Jane Pope is another golden blonde. A beauty with blonde swing hair, who spent a week-end with the Oelrichs, is Mrs. Nicholas Ludington of Philadelphia. Two very popular débutantes of the season are Miss Julia Dickson, daughter of Mrs. Sands Dickson, and Miss Marsyl Stokes, who made her début at a ball given by her mother, Mrs. Drummond-Wolff.

One sees fewer and fewer dressy day ensembles each summer. Mrs. James Duke wears a dusty pink and deep blue printed dress and coat to match from Molyneux, with a tiny exquisite pink hat perched on her right eye. Mrs. George Widener wears a flowered blue crêpe dress and neatly brimmed crownless hat, which Miss Jessica at Bergdorf Goodman made. I am afraid you'll think blue is outstanding, which is isn't, if I also say that Mrs. Robert Goelet is very charming in a powder-blue dress with puffed sleeves, and a small oval hat, lace trimmed. White dresses, in one of the new doeskin materials, look cool and wash beautifully. Mrs. C. Mathews Dick, one of the most chic women here, invariably selects a dress of this type for day wear.

CLOUDS OF ORGANDIE

Organdie is one of the idols for evening. Mrs. Nathaniel Hill has a ruffled top of rosy pink organdie on a black dress—delicious with her lovely pink and white skin and quaintly pretty face. White organdie is more usual. Mrs. William H. Vanderbilt has a black crêpe evening dress with a crisp white organdie trimming at the top. Over a black crêpe dress, Mrs. Eustis Paine wears a short white ruffled organdie jacket. I have a crisp dress, from Frances Clyne, of white organdie with black lace butterflies of different sizes sprinkled all over it.

As a pleasant diversion from black and white, Mrs. Nicholas Holmsen wears Mainbocher's navy crêpe (it looks black) with two bands of dotted crêpe that swirl from the right shoulder to the floor. Mrs. Holmsen has the most daring white dress of the summer, also from Mainbocher. It's of heavy silk, very slim and tightly cut, the only trimmings being flat pieces over the chest in a Tanagra-like drapery and a true bustle right out behind. One of the prettiest white dresses is the one (from Bergdorf Goodman) Miss Marsyl Stokes wore for her début—the one she is wearing in her picture on page 104. Mrs. Harry Payne Bingham looks charming in a blue silk dress with a design of tiny silvery white circles. The colour exactly matches her eyes. The women in Newport are good to look at, but they do not force you to look at them.

PROFESSOR SHOP-HOUND

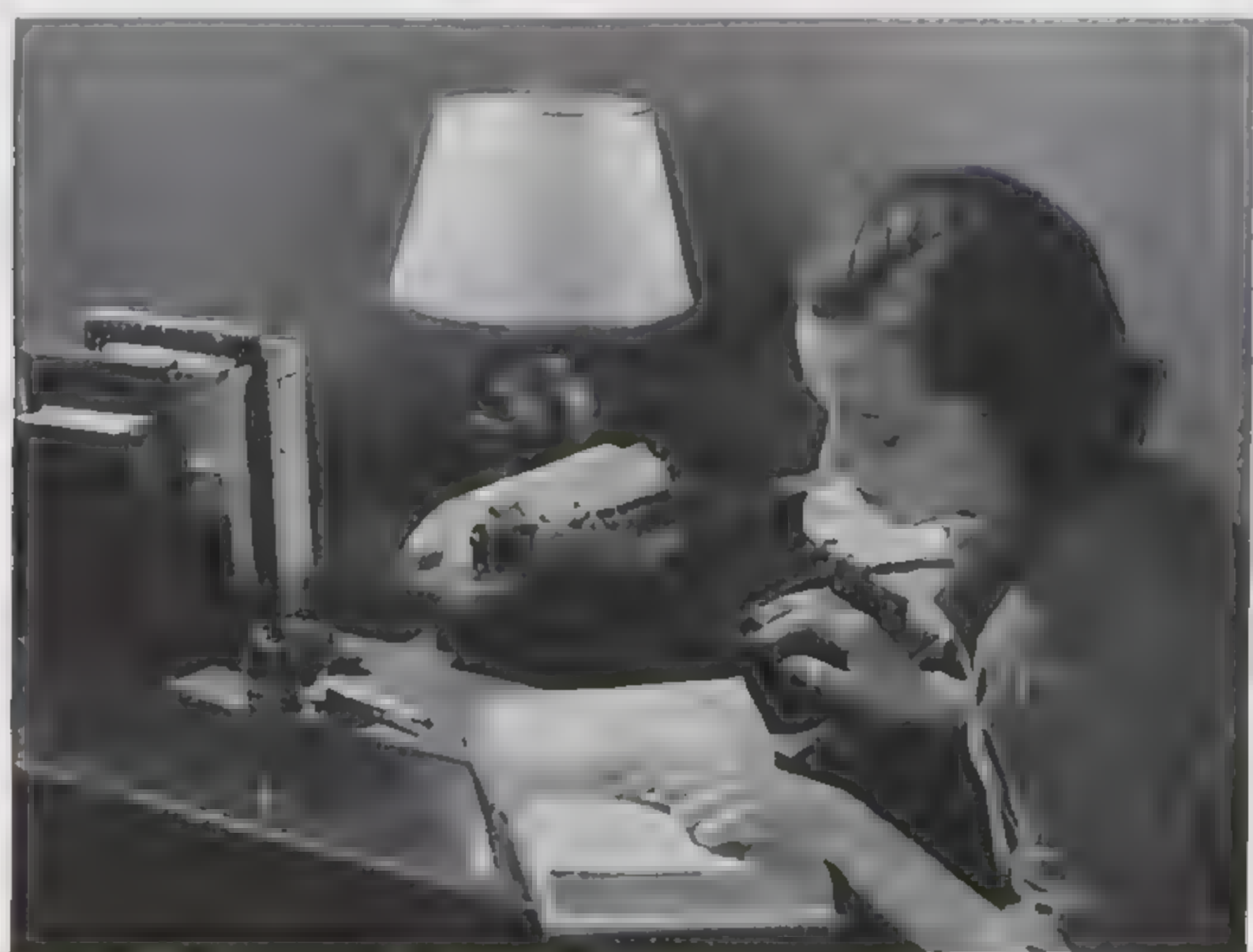


(Continued from page 120) If you hate banging noisily into class on rainy mornings with an umbrella which seems all loudly undisciplined ends, or trying sheepishly to tuck it into inconspicuousness for cloudless noons, decide on a Kenwood tweed reversible coat. You'll like its swagger lines in handsome plaid tweed for fair weather; its swift reversal to a waterproof gabardine lining for sudden showers. Such versatility scorns weather reports. About \$40. at Lord and Taylor.... Find, here, a whole college series of these Kenwood tweeds. Three types of tailored short jacket suits and coats, all of which combine successfully with each other—plain tweeds, two-tone diagonal tweeds, plaids—to see you through all four years. Nothing over \$40.

Go to the Cotton Shop, 548 Madison Avenue, for some appealing new sweaters, just over from England. There are thin lisle slip-ons, in the most zestful English boating-colour stripes. These have neat turn-over collars, and three buttons at the neck; about \$5.50. The "wing-collar" sweater will probably be a college classic, before the year is out. It's of Australian zephyr, finely ribbed at waist and wrists, and the collar really has great charm; about \$7. The Cotton Shop is a good place to look for plaid wool dresses, and out-of-door types of clothes.

For scarfs that satisfy your utmost yearnings in texture and colour, take along a quantity of Franklin Simon's Gypsy Squares. These are sheer silk-and-wool mixtures, with fringed edges, and they come in every imaginable shade. Wear two or three at a time, arriving at unusual colour blends. About \$1 each.... For dressing up on campus in the evening, there's a big supple square, with a different coloured border woven on each side. The scarf is a sheer thing, of Bemberg yarn, and the borders give unusual colour effects. About \$1.50, at McCutcheon.

Any girl who has this Corona portable typewriter and doesn't get A on all her themes had better decide to do some real studying. It's one of those useful objects that's so good looking you like to have it around. You can have it in a black frame, but why not choose it in dark red or green? This is the new Corona Sterling, with concave keys, a touch selector, a tabulator for setting columns, and a new faster action; Macy's.



NELSON



Turn to the Bicycle...

If that problem is a streamlined figure—the bicycle itself is the answer. If it's an involved problem in Zo or Ek . . . Ride your bicycle to the Libe — and the ride will help to clear away the mental cobwebs. The most attractive college clothes are the new bicycle costumes.

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EXECUTIVE OFFICES • CHANIN BUILDING • NEW YORK CITY



Forecasters

IN SEAL CREPE OF ENKA RAYON

Way ahead of their time are these new L'Aiglon frocks... that's why they'll be just as smart months from now as they are today. Fashioned of luxurious Seal Crepe, woven of Enka Rayon yarn, they dry clean beautifully and launder well when washed according to instructions on the tag.

• Left. Polka dots on a dobby weave. Pairs of jeweled stud buttons sparkle down the front. 12 to 20. Colors: navy, black, brown, green, wine, gray. . . . \$6.50

• Right. A modernistic version of an old Persian print... accented with metal and jewel buttons. 12 to 40. Colors: blue, brown, black. . . . \$6.50



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SHOP-HOUND MAKES REPARATIONS



Now is the time when all good readers of Shop-Hound should begin making plans for putting everything in order for a new season. Those of you who have gone toe-less and heel-less all summer needn't have your closets cluttered with a lot of useless shoes. T. O. Dey, 509 Fifth Avenue, will fill in the gaps, change the whole aspect, and turn out new shoes for old. What the tibia of a pre-historic man is to an anthropologist, a remnant of shoe is to T. O. Dey.... The kid or suede shoes of summer can be dyed dark autumn shades, or black. The dye is sprayed on so that it doesn't rub off. Leather accessories—hand-bags, belts, cigarette cases—can be dyed to match. This shop is particularly well known for changing, successfully, the size of your shoes, as well as remodelling them. They can change sixes to sevens, and back again. The entire sole is taken off and the shoe left on the last for a week—so it never reverts to size.

Not exactly under the head of repairs, but a great discovery in helping you to give a new character to a dress, is Kate Montgomery's notion shop, 485 Madison Avenue. Here you find copies of those imported buttons and buckles that go far towards making a smart made-to-order dress what it is. You can even have buttons adapted to your own ideas, if you order a dozen or more. Special series of composition buttons are dyed to order in twenty-four hours, in two-colour combinations if you like. And here is where you can find jewelled buckles and clips to match.

There's nothing quite so reassuring in this modern life as the steady tick of an old-fashioned clock. But even a very sunny modern apartment seems strangely deserted if that tick comes to a stop. The Madison Clock Shop, 515 Madison Avenue, understands all about old clocks, and deals with them gently but firmly. Grandfather clocks, grandmother clocks, banjo clocks, chime clocks and ship's clocks come back after a rest cure in this shop chortling with life and good humour. Mr. Motzer began to learn about clocks at the age of twelve in Stuttgart, where he lived. So you can understand that there is nothing clocks can do to surprise him.



Write down in your note book the address of Jean Nazeley, 161 East Fifty-Sixth Street. Remember it on that day when the bottom falls out of your lustre pitcher, or your Tanagra figurine crashes to the floor. Jean Nazeley, sculptor, has made a study of pottery and ceramics. Your most precious art objects can safely be entrusted to him. Under his magic touch, Dresden china figures grow new arms and legs; tortoise-shell grows together again. Mr. Nazeley also does fine cabinet-work repairs.



You really ought to go over your bookshelves every so often yourself. That's the way you rediscover the joys of your childhood books—and find that letter over which you tore the bureau drawers apart. But arranging books being something you're apt to put off indefinitely, it's the height of good housekeeping to have them gone over periodically by an expert—the books cleaned, the leather bindings oiled and polished, and the books arranged in a way that makes sense. The Bookbindery, 164 East Fifty-Third Street, offers this library service. And in doing this, they can advise you about the books that are in danger of falling apart and need repairs. Cloth and buckram bindings can be done from about \$1.50. Tooled leather is handled with great skill.

SHOP-HOUND MAKES REPARATIONS



That Paris hand-bag, which you cherish above all things, but which has grown limp, can be brought back to life. In a little studio, high up at 424 Madison Avenue, you'll find A. L. Workman bag repairs. They put in new linings, from about \$5; replace hinges and clasps.

They'll make a new bag on your old but still perfect marcasite frame; or put a new frame on a bag that is otherwise still good. They don't stop at hand-bags, but are ready to make your travelling bags and cases like new. Workman will make a whole new fitted case, to your most individual and exacting ideas. And it will have a fine custom-made look. This shop makes whole new hand-bags to order, too.

If your beautifully crinkled crêpe is looking gone with the heat, remember that the Landsman Method of dry-cleaning in the Waldorf Astoria has brought peace to many a woman's soul. It's a good idea to take your crêpes and knitted suits to Landsman in the first place. Each garment is measured with exactitude before cleaning, so that it doesn't come back to you sagging at the seams. If, however, the country cleaner has pressed your clothes out of shape, Landsman, very gallantly, will restore them to their natural size and revive their spirits.

Even the most mild-mannered guest sometimes bites a piece out of your delicate crystal. More likely the edges get chipped in the pantry. Uabozo, 843 Lexington Avenue, can put back the missing piece, or bevel the edges of a whole series. Country-house hostesses often send in boxes of broken glass and china, after a summer of entertaining. If there's anything left of a cup or pitcher, much more than the handle, that piece of china comes back as good as new, to all appearances. Uabozo converts vases into electric lamps, replates and repairs silver, restores Japanese lacquer, mends tortoise-shell fans. A useful place to have on your list—and you'll love the air of tradition about this shop.



In Paris you cheerfully climb five flights of stairs to track down the person who can do, supremely, the thing you want done. If it's holes in your clothes that you want repaired—after the summer depredations of moths and cigarettes—track down the Birnkrant Weavers, at 146 Fifth Avenue. You climb only two short flights. These people really understand about all kinds of weaves. They can reproduce the most intricate patterns, or duplicate the most complicated slubs and nubs.



An upholsterer, with a neat touch for slip covers and draperies, is D. Goldhaar, 132 West Eighty-Third Street. Mr. Goldhaar does all kinds of furniture repairs, as well as upholstery.... To lift every trace of summer's dinginess and dust, let John Scott's home service go through your house.

He'll throw in a whole staff of experts: one to wash walls and polish up the handle of the big front door; one to dry-clean upholstery; one to make covers and draperies; and men to repair, re-upholster or refinish your furniture. Anything that needs doing about the house, this service, 1083 Lexington Avenue, can provide.... And don't forget that Repairs, Inc., 20 East Fifty-Seventh Street, mends everything: from Spanish laces to the burnt hole in your carpet. Everything, that is, except a broken heart.

PREPARED FOR CAMPUS

First Impressions

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The more stunning the girl, the more likely her trunks and luggage are to be Hartmann. For smartness and Hartmann are inseparable, whether it's college, abroad, or a trip round the world. There's a Hartmann for every travel need, each designed for the maximum in carefree travel.

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FINE TRAVEL GOODS FOR 60 YEARS

The Veil of Youth LE GANT**

BY REDFERN
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"Well, Mother! What did I tell you about Veil of Youth?"
"Nothing but the truth, darling! It's as good on me as it is on you!"

LE GANT
Won't Ride Up

It's always a happy occasion when Mother and Daughter agree—and this pair is unanimous about Veil of Youth.

And, Daughter, please note, is partial to our famous A'Lure Bra as well. Mere wisps of garments—their gentle yet strong control is always a revelation.

Under a new gown, here's your assurance of the silhouette you have dreamed about, plus the easy comfort you never dared hope for in a corset. Mother or Daughter, there's a Veil of Youth for you!

Write for free 24-page illustrated booklet, "The Corset That's Different." The Warner Brothers Co., 200 Madison Avenue, New York.
In Canada, The Parisian Corset Mfg. Co., Quebec.

CORSETS AND CORSELETTES
\$5 TO \$35 AT BETTER SHOPS

EMPHASIS ON THE MATERIAL

MATERIALS, yes; but the stuff that dreams are made of. The fabric counters have not been so exciting in years. You will find yourself planning a town-and-country wardrobe around the new woollens in their misted colours—woollens with that look of coming fresh from a hand loom. You will picture yourself very slim and elegant in the sophisticated silks and woollens for town. You will be tempted to play with the fire and brilliance of lamé in the evening silks.

FOR TOWN AND COUNTRY

The colours of the new woollens hold enchantment. There is a series of greyed, off shades—the rain-swept colours of English moors. There are misty purples, blues, and reds; greyed greens; weathered browns. Out-of-door dress colours usually strike a sharper note: slate-blue, goldenrod-yellow, orangy-rust; cedar; sumac-red. There are vigorous wood and leather shades of brown; and forthright greens.

Browsing among the fabric counters you may discover that a muted pink tweed makes a thrilling combination with English saddle-leather brown. You'll see possibilities in plum-purple combined with light, shadowed blue. For this season's most distinguished effect, have a pale oat-beige tweed—almost white—to wear under a beaver coat.

Be sure to have something made of plaid—a dress, a jacket, a coat. Clan plaids with a navy-blue background have the freshest look. In plaids of more recent invention, you'll find wonderful crushed-colour effects. A striped tweed country coat is wonderfully smart. Having lost your heart to plaids, or checks, or stripes, it's a great help to know that you can now usually find the same weave in solid colours, to match.

The tweeds—and there are quantities of them—are a maze of colours and weaves. Many are amazingly supple, and the surfaces, though full of interest, are subdued. Unlike the tweeds of previous seasons, they don't make you look as though you had just come through a thicket, all covered with burrs.

Look for a rustic weave when choosing material for a town-and-country dress. The hand-loomed and homespun effects, the hop-sacking and alpaca types have great appeal. Some of the most interesting of these rustic weaves are in acetates or rayons, and often look like wool. There's a flock of angora-type woollens; and a great deal of jersey and flannel.

Find a shaggy fleece in one of the frosted colours—or an ineffably soft camel's-hair cloth—and take it to your tailor to be made into a country coat. For rough weather in town, it might be very chic to have a navy-blue chinchilla coat, reminiscent of the chinchilla coat with brass buttons and red flannel lining that you wore as a child. Don't miss the fun of contrasting-colour woollen linings, this year.

FOR TOWN

Consider one of the new fur fabrics for your town coat. The astrakhan cloths and Persian-lamb cloths suggest the depth, the interest, the luxurious quality of fur. These fur fabrics are never confused with fur; they have a distinct personality of their own. Give your fur fabric the straight box lines, the neat saddle shoulders, the small collar, the three-quarters length of a casual Persian-lamb coat, and wear it the same way. It's smartest without any fur trimming at all.

Between the deep-surfaced fur fabrics and the smooth-surfaced woollens, find any degree of surface interest that you want. Look for restraint, with depth. The smooth-surfaced woollens—the suède cloths and duvetines—often have some faint surface interest, through stippling or through barely perceptible patterned weaves. There are marvellous new chiffon broadcloths for dresses; and important developments in broadcloths and duvetines for evening wraps.

Think about one of the zibelline cloths for a formal and very beautiful afternoon coat. Some (Continued on page 137)

URNS WITH A GOURMET

DESPITE the oceans of long cold drinks that are consumed in the long hot summer, cocktails still persist everywhere. But if a feeling of lassitude should descend upon you at the pre-prandial hour, and mixing is an effort, you needn't bestir yourself at all to produce an excellent cocktail. Just phone Park and Tilford and ask for a supply of their new bottled cocktails—Manhattans and Martinis. As we have consumed them ourselves with pleasure, we can assure you that you will like them and so will your guests.

And no one will have to assure you that these are made with fine liquors; you know that for yourself as soon as you taste them. They are beautifully mixed and offer a challenge to you to do any better. The Manhattans might be considered a tinge on the sweet side, but you'll find that the average person likes them that way anyway. All bottled cocktails must be served ice-cold. Of course, this is true of every cocktail, but especially of the prepared variety, which needs vigorous shaking or stirring to get the liquid completely blended. You find these cocktails at the Park and Tilford stores and also in the better wine shops in New York and throughout the country.

Another Park and Tilford drinking idea is cherries with stems on, put up in rum. These are superb with rum drinks and for Old-Fashioneds, if you are of the school that likes a dash of rum in that variety of cocktail. These rum-flavoured cherries are also good—and pretty—with frozen desserts, and a dash of the flavouring is delicious in compotes.

If you have ever ridden in the *métro* in Paris, you probably remember the "Byrrh" signs flying by you, and you may remember sipping Byrrh as an apéritif and enjoying its characteristic, pungent taste. Byrrh is now establishing a firm place for itself in America, and it couldn't be more pleasant as an apéritif, especially in the summer, to include as an alternate with cocktails. This is no feeble drink, because it has plenty of authority of its own, but is less strong than cocktails, and it really justifies its name of apéritif by whetting your appetite.

The first, and to our minds the best, way of serving Byrrh is by itself, ice-cold. You can keep the bottle in the ice-box and serve it at that temperature, or have it *rafraîchi*, the way we like it, which means stirred very quickly with ice just before it is poured out. Some people like Byrrh made into a cocktail with gin, or served with charged water and ice, but you get its taste most deliciously when it is *au naturel*. Lots of herbs go into the making of Byrrh, and their fresh tonic taste is very pleasant and stimulating. Don't serve heavy canapés with Byrrh because these detract from the apéritif quality. Have crisp, thin biscuits or flaky cheese sticks or carrot sticks. (Continued on page 136)

DÉBUTANTE IN SILVER



Enchantress is the newest sterling silver pattern by International Silver Company. The centre panels in this design have the simplicity of modern planes, while the flower motifs are in the traditional feeling, making the pattern one that falls into the happy middle ground between the romantic and the modern schools. The delicacy of the design will have a sure appeal to feminine tastes

ANDERSEN



Back through the college portals, your curriculum cannot be complete unless you major in Marinettes. Gay checks, heart shaped pockets and a chic scarf make this "Clodhopper Knit" just what you need to bolster your fashion credits and get you off to a right start in campus life. At all fine stores.

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Carefree and confident in their smooth foot action are the women who wear Heel Latch shoes. Reflected in their poise, zest and vitality are . . . the blissful security of a snug heel . . . the bracing support of a firm arch . . . the supple flexibility that exercises the metatarsals.

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*Novelty and Matronly
Styles*

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*Slightly Higher
West of Rockies*

*Sizes
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Widths
AAA to D*



Heel Latch
(A Star BRAND Shoe)
ROBERTS, JOHNSON & RAND SHOE CO. • SAINT LOUIS, MISSOURI

URNS WITH A GOURMET

(Continued from page 135) We sampled a fine new cocktail the other day that seemed particularly pleasant for summer, neither dry nor sweet, but in between and very cool tasting. It is known as the "Pan-American," and Jack Doyle, who is Schenley's master mixer, and especially so when Bacardi is involved, thought it up for the Dallas Texas Pan-American Exposition. You can drink it, however, without going any nearer to Texas than your own terrace, because here is the recipe for it. A jigger of Bacardi, a jigger of pineapple-juice, and the juice of half a lime are shaken long and well with finely cracked ice and served in tall, thin cocktail glasses.

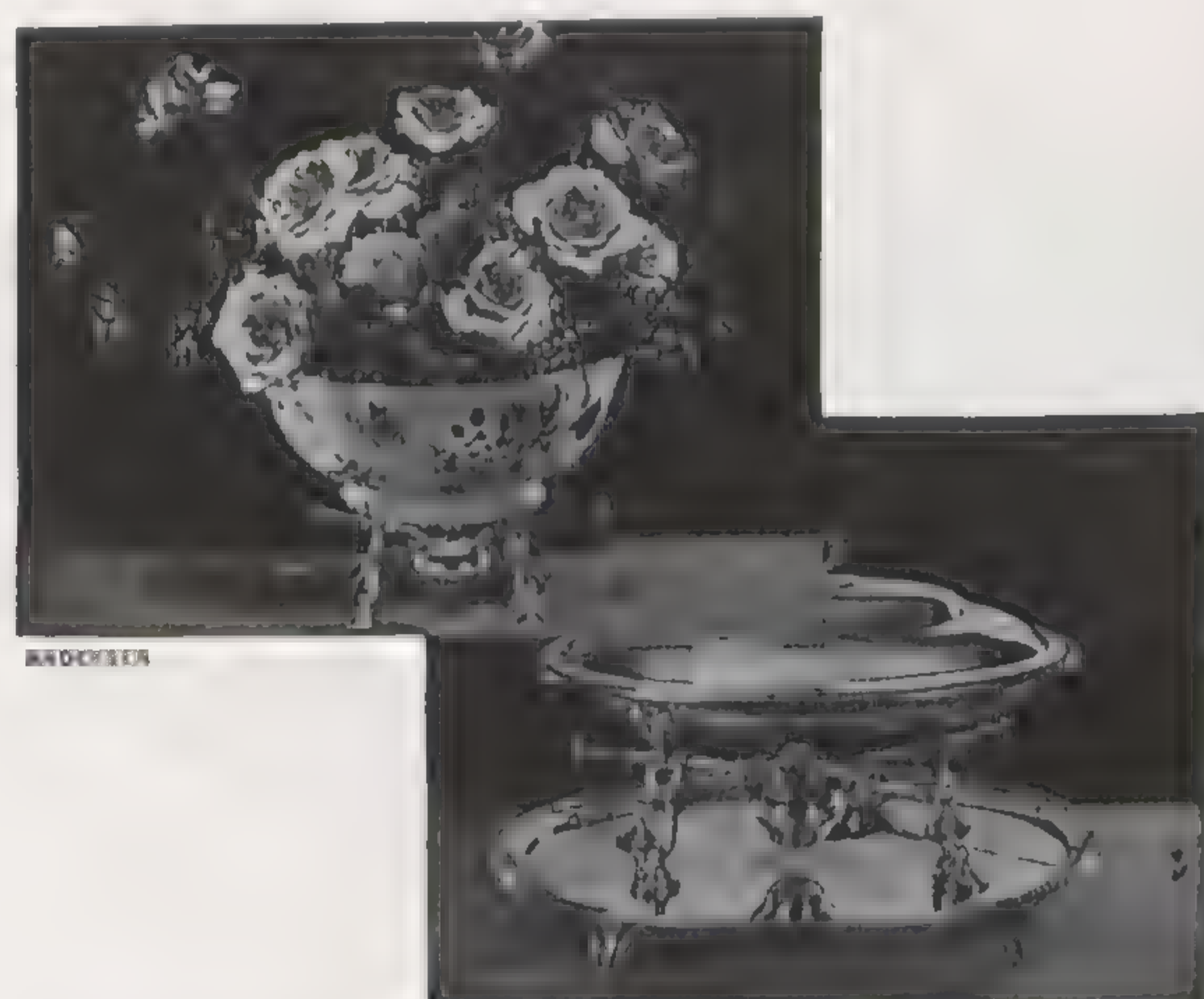
Nothing ever seems so perfect for dessert in summer as cold, fresh fruits with a dash of liquor or liqueurs, or both to give them verve. In Jamaica, we encountered such a combination made with native fruits, Myer's Fine Old-Jamaica rum, and fresh cocoanut, which we have never forgotten and which you can approximate easily in this country.

To make it, you need two oranges, a banana, a grapefruit, half a papaya or melon, a few stewed guavas, and a small fresh cocoanut. All the skin is removed from the sections of oranges and grapefruit; the papaya or melon is scooped out in balls; the bananas are sliced very thin. Then all the fruit is mixed well together and half a wine-glass of the rum, half a wine-glass of claret, a teaspoonful of curaçao, or any similar liqueur, and powdered sugar to sweeten are added. This mixture is chilled until it is very cold. A little before serving, grated fresh cocoanut is added, and the compote is served in a bowl set in a second bowl of crushed ice.

With a compote such as this serve barely sweetened wafers, such as the Wheaten Malt biscuits that Alice Marks imports from England or the English oat cakes from Macy's.

Since this has developed into a column in which drinking material figures extensively, now is a good time to mention the new Julian Street glasses. These are of clear crystal, with a lovely "ping" when you tap your nail against them. They are the right size for the right wines—after all, Mr. Street is an authority on such matters—and they are so well proportioned and simple in line that they do well by your table, whether your things are modern or not.

Aside from the fact that these are charming glasses in themselves, they are a definite bright point among modern drinking glasses, so many of which have an upsetting way of wandering off into colours and strange shapes. We found the Julian Street glasses at Bellows' Bazaar in East Fifty-Second Street, but they are in shops all over the country by now.



Beautiful old silver dish-crosses can do double duty handsomely as a base for a perfect bowl of flowers or to keep food warm for buffet service. Lowestoft bowl from Plummer. Dish-cross and Georgian entrée dish are from Robert Ensko

EMPHASIS ON THE MATERIAL

(Continued from page 134) are loosely woven and scattered with baum marten hairs an inch long. In the zibelline broadcloths, the hairs lie sleek and flat—like the side of a Siamese cat. This zibelline broadcloth might be very distinguished for an evening wrap.

Black—and that's no surprise to any one—will predominate in formal town clothes. But this year holds its own colour surprise. Green becomes a classic—a deep pine green, utterly satisfying, and as unself-conscious as navy-blue. And brown steps out of the classic category and becomes the winter's most exciting shade: brown as deep and rich and black as truck-garden soil; a Cordovan shade, that looks brown one minute, dark red the next; a Safari-sealskin brown; and a range of wood and leather tones which extends into the country group.

The strange off-colours, particularly in the light and medium shades, would be charming in smooth-surfaced woollens for town suits. Some of these shades combine most wonderfully with furs. Try mole-grey with sable, for one. For utmost elegance, have a town suit in that new intense plum blue.

Find light-weight woollens, with a flicker of surface interest, for a dress for town. Find also any number of bengaline or alpaca types, which tailor beautifully. Many of these are patterned in stripes, checks, or plaids—clear-cut as skyscrapers, in black and white. You'll find these enlivening under a black coat.

If you're making one of the draped afternoon dresses, choose one of the almost-liquid crêpes. It will look like flat crêpe, but on second glance you'll see there's a trick to the weave. For an afternoon dress cut on simple lines, choose one of the turbulent crinkled crêpes. The matelassés have great formality, this season, with spaced patterns—leaf or lozenge designs. Lamé shirt-waist dresses or suits are worn for day, under plain, dark woollen coats.

FOR EVENING

When night falls, throw restraint to the winds. Very few of the evening fabrics have escaped the touch of gold. Some look like solid, beaten metal—gold, silver, copper, bronze. Have a tailored dinner dress of lamé hopsacking; and a dance dress of quivering gauze, which looks as though it had been dipped in a metal bath. Or you may prefer one of the nautch-girl gauzes, shot with lamé stripes.

For a stupendous evening wrap, there are fabrics woven solid with brilliantly coloured metal threads. They have the sheen and glitter of humming-birds' wings. Don't let the autumn go by without collecting some dinner jackets out of these fabulous stuffs. One might be of metal brocade—the pattern inspired by a museum tapestry. One might be of satin ciré, lacquered and gilded like a Coromandel screen. For these little jackets the patterns can't be too barbaric, too bizarre. You wear them with crêpe or velvet sheaths.

Many crêpes and satins have a lamé-patterned weave. Often there's a piling of pattern upon pattern, as in lamé-threaded crêpe matelassé. Sheer fabrics are sometimes star-pricked with lamé or with beads.

One of the brocades, with quaint, colourful figures scattered on a dark ground, might make a very unusual dinner dress. For formal evening dresses there are wonderful Pompadour-patterned brocades—delicate flower patterns on a pastel ground.

Don't hesitate to wear velvet as freely as you like. There are new chiffon velvets and Lyons-type velvets that nothing, apparently, can hurt. They are not only crush-resistant, but water-repellent. Even if you get caught in the rain, the pile springs back to life. The silk velvets are more beautiful than ever; and duvetine-surfaced velvets are very smart.

Run the whole colour gamut in the evening, if you like—through mauves, purples, reds, greens, blues—up to the most violent of the pinks. Give thought to a star-sapphire blue. And in all this brilliance there will be outstandingly smart evening dresses in sullen metallic colours, in black, and in white.

*If you're TIRED
of the ordinary*

...GO Miss Swank!



MAN-TAILORED Dormitory Pajamas by Miss Swank are heaven-sent!...their lovely, slender simplicity a welcome relief from the ordinary. Lounge in them, sleep in them, at school or at home...they're young...they're smart...interesting...different...and so considerably priced that you can own as many as your heart desires. Miss Swank Dormitory Pajamas are priced as low as \$3. At your favorite store...or write to Miss Swank, 112 Madison Avenue, New York City.

SCRAP ALBUMS



SCRAP-BOOK STARS: A POT-POURRI FROM BEATON'S ALBUM

(Continued from page 106) place to Angela Brazil, to Rupert Brooke, Verlaine, Emily Dickinson and Marianne Morlanne Moore. Botticelli follows Glyn Philpot; Uccello, Utrillo; and El Greco, Bronzino.

Changes of fashion are one of the obvious delights of the scrap album. Hilarious as it is to glance back to pre-war days and to find women playing tennis in impossibly un-athletic garments, yet it is even more surprising to find that only comparatively recently women wore their waists around their knees and their skirts only a few inches below that.

In men's clothes the differences are more subtle; but it is easy to distinguish the Edwardian by his shorter trousers, the cut of his collar and by the way he did his hair and trimmed his moustaches. Mr. Siegfried Sassoon has a "Sportfolio" of pre-war athletes and, although their clothes are much the same as those of today (to be sure, there is a prevalence of mustachios and shin-pads for footballers, and elastic-waisted shorts are more in evidence than now), yet they all have an air of waxwork unreality, like the figures painted by the douanier, Rousseau. In the same way other fashions can be traced; fashions in interior decoration, in photography, in beauty. Bakst was indirectly responsible for Lady Drogheda's all-black dining



CECIL BEATON, SURROUNDED BY HIS SCRAP-BOOKS, AT ASHCOMBE

Brewster Hats

Tailored-to-type



For undergraduates and alumnae as well the style trend is to Brewster. "Sorority," shown above, is one reason why. The new indented crown, vertically tucked, gives the effect of height. The brim is provocatively dipped; and there's a dashing tri-color band. No matter what your mood or type, there's a Brewster tailored just for you. Brewster Felts, Four and Five Dollars; Suedes, Five Dollars.

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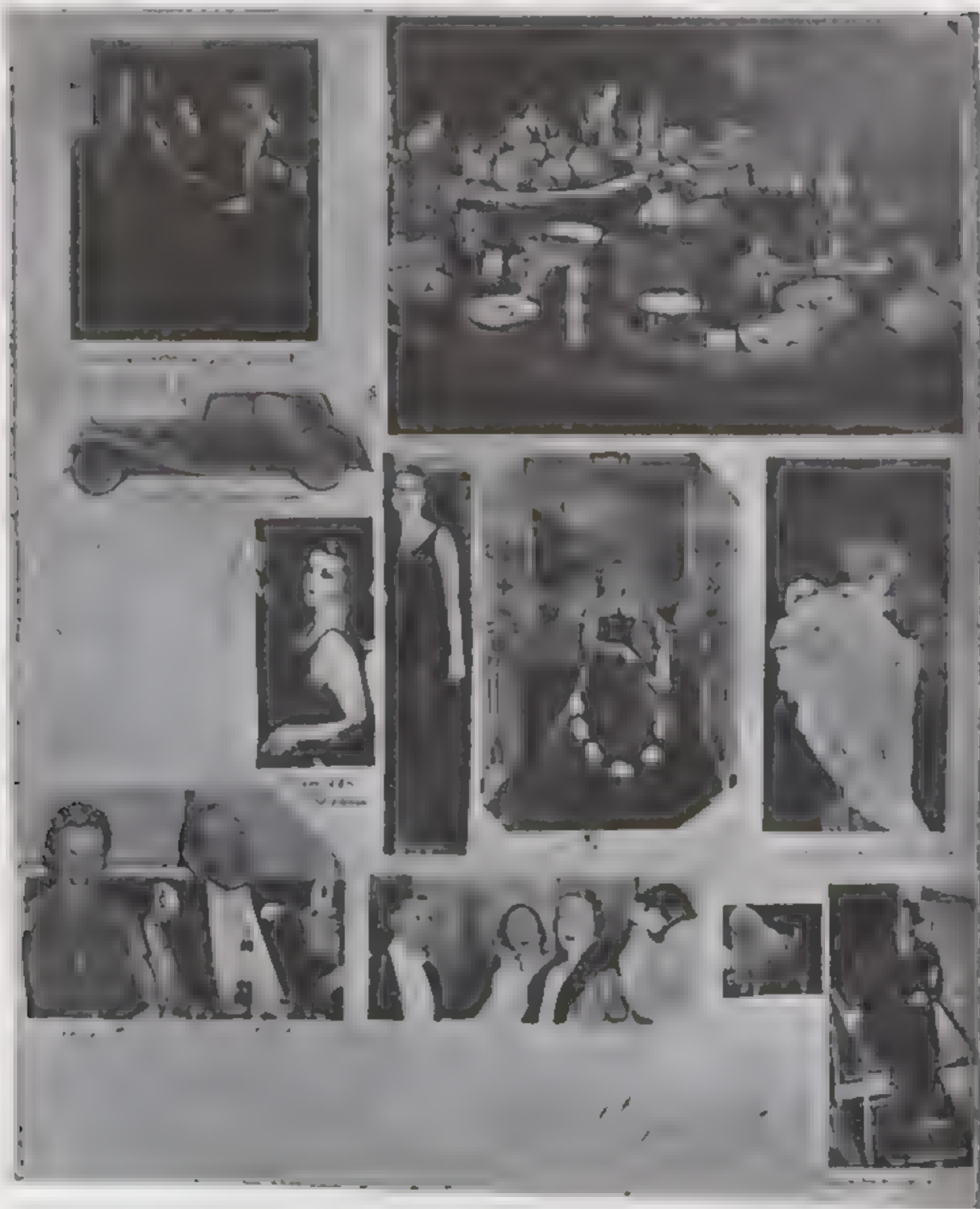
Carson, Pirie, Scott & Co., Chicago, Ill.	J. L. Hudson Co., Detroit, Mich.
Wm. H. Block Co., Indianapolis, Ind.	D. H. Holmes Co., New Orleans, La.
J. L. Brandeis & Sons, Inc., Omaha, Neb.	Jordan Marsh & Co., Boston, Mass.
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Erie D. G. Co., Erie, Pennsylvania	Levy Bros. D. G. Co., Houston, Texas
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The Higbee Co., Cleveland, Ohio	Sibley, Lindsay & Curr, Rochester, N. Y.
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BREWSTER HAT COMPANY, INC.

411 FIFTH AVENUE, NEW YORK

SCRAP ALBUMS



FROM ANOTHER BEATON SCRAP-BOOK—A PAGE OF INFINITE VARIETY

room, and for Lady Lavery bringing back a blackamoor, as pagelet, from Morocco.

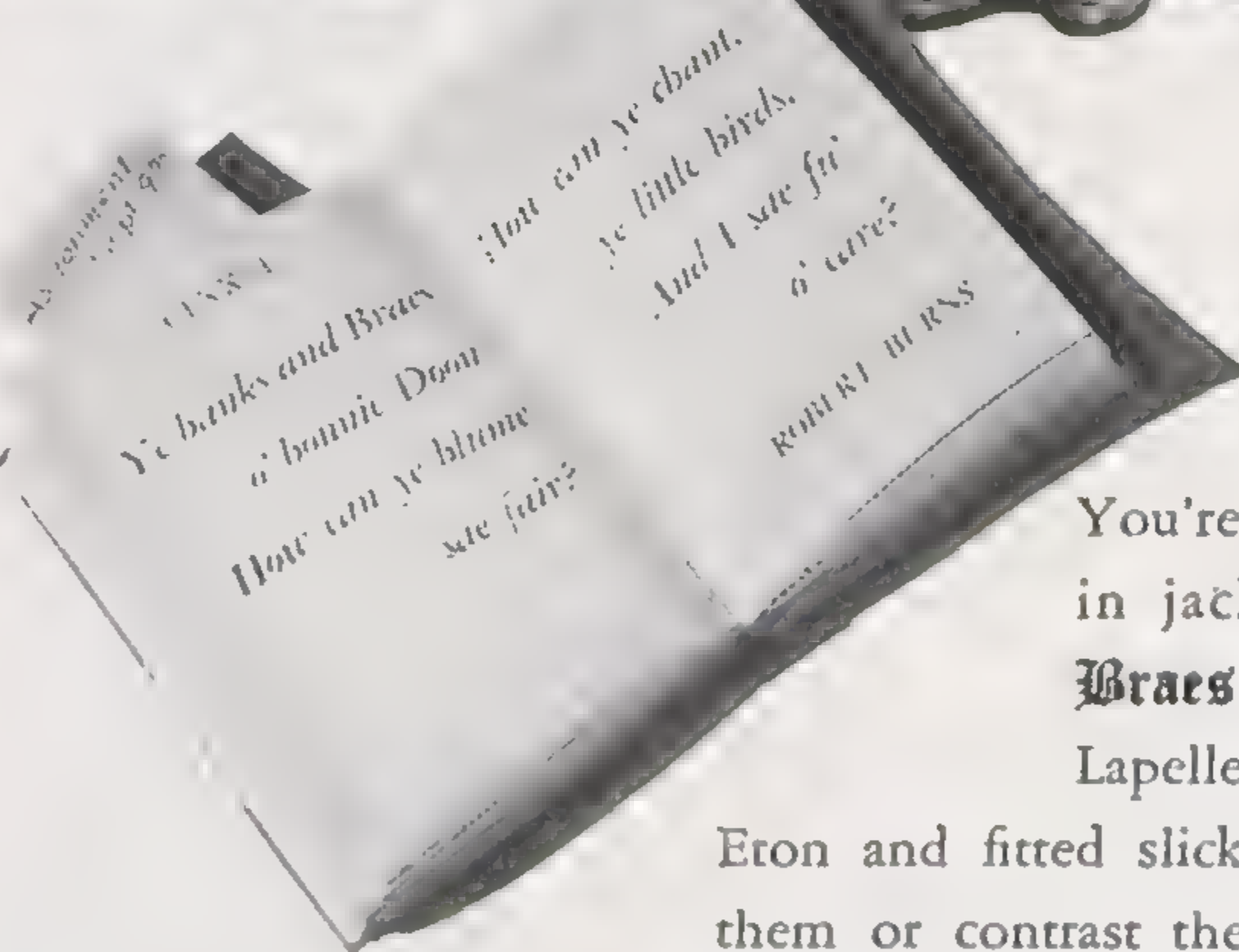
In their heyday, Gabrielle Ray and Lily Elsie are traced going to the photographer once a week for what would now be known as publicity pictures. Many people think that Hollywood is responsible for the birth of stunt photographs, of stars in bed, in bathing-dresses, in spotted motor-cars with spotted dogs, in practically anything at all. But our early picture-postcard beauties were snapped in quite as extraordinary situations: receiving a letter from a dove, walking delicately across stepping stones, or standing, irrelevantly, in the moonlight and a field of corn. Followed Gaby Deslys in towering head-dress, leading white peacocks on a string, or in chinchilla, entertaining disabled soldiers at a picnic tea on the sands at Folkestone; but Mrs. Vernon Castle, with her famous shingled hair, even today has not dated.

BALLETOMANE'S BOOK

It is pleasant to make collections of things that are less ephemeral, not so much as a record of change but as a dossier of delight. Lady Ripon compiled many albums of historical events and, in particular, of the Ballet. In addition to photographs and articles, there were many such souvenirs as sketches of Nijinsky—drawn on the backs of menus and programmes—by Bakst and Cocteau; and the programmes themselves, embossed and gilded for gala occasions when the theatre boxes were festooned with thick rose garlands. This collection is now continually being increased by her daughter, Lady Juliet Duff, who spends hours over these books each week, at Bulbridge, so that they are become representative of a whirlwind of activity, a complete and ever-growing Ripon-Duff Saga for posterity.

Royalty is known to have a penchant for scrap albums, and, recently, the habit of collecting has increased in popularity. Mrs. Cole Porter started her vast collection on a verandah, while recuperating from illness, and cheated by ordering back numbers of magazines, but now, legitimately, makes additions from each week's new crop. Lord Beauchamp collected menus of State banquets and accounts and pictures of Court functions, and he gave them a note of individuality always, by having, on each page, a touch of colour, perhaps a bright tropical bird from a cigarette card.

Mrs. Shevlin Smith's album consists mainly of newspaper and magazine photographs of her friends—from candid-camera shots to pictures that have appeared (Continued on page 140)



You're the head of the class in jackets and skirts of **Braes O' Doon** tweed.

Lapelled like the boys of Eton and fitted slick as a cadet. Match them or contrast them in Black, Navy, Brown, Glengarry Green, Duck Green, Ski Blue, Red Copper, Red Currant, Tile Rose.

JAMES McCREERY & CO., NEW YORK CITY
ROOS BROS., CALIFORNIA

Akron, Ohio.....M. O'Neil & Co.	Knoxville, Tenn.....Miller's
Albany, N. Y.....Richard Healy Co.	Louisville, Ky.....Stewart D. G. Co.
Asbury Park, N. J.....Steinbach Kresge Co.	Milwaukee, Wisc.....Smartwear
Baltimore, Md.....Stewart & Co.	Minneapolis, Minn.....Powers
Birmingham, Ala.....Burger Phillips Co.	Nashville, Tenn.....Rich. Schwartz & Joseph
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Buffalo, N. Y.....Wm. Hengerer Co.	Pittsburgh, Pa.....Kaufmann's
Canton, Ohio.....Bon Marche	Providence, R. I.....The Shepard Stores
Chattanooga, Tenn.....Millers	Richmond, Va.....Miller & Rhoads
Chicago, Ill.....Mandel Bros.	San Antonio, Texas.....Wolf & Marx Co.
Cincinnati, Ohio.....H. & S. Pogue Co.	Scranton, Pa.....The Heinz Store
Cleveland, Ohio.....May Co.	Springfield, Mass.....Forbes & Wallace Co.
Dayton, Ohio.....Elder & Johnston Co.	St. Louis, Mo.....Famous & Barr Co.
Des Moines, Iowa.....Wolf's	Toledo, Ohio.....The LaSalle & Koch Co.
Detroit, Mich.....B. Siegel Co.	Washington, D. C.....Woodward & Lothrop
Fort Wayne, Ind.....Hutner Bros.	Wilkes-Barre, Pa.....Pomeroy's
Grand Rapids, Mich.....Bon Marche	Wilmington, Del.....Braunstein's, Inc.
Houston, Texas.....Levy Bros. D. G. Co.	
Indianapolis, Ind.....L. S. Ayres & Co.	

For names of stores in other cities write M. Sloat Co., N. Y. C.

UNDIES

for undergrads

go

ROMANTIC!

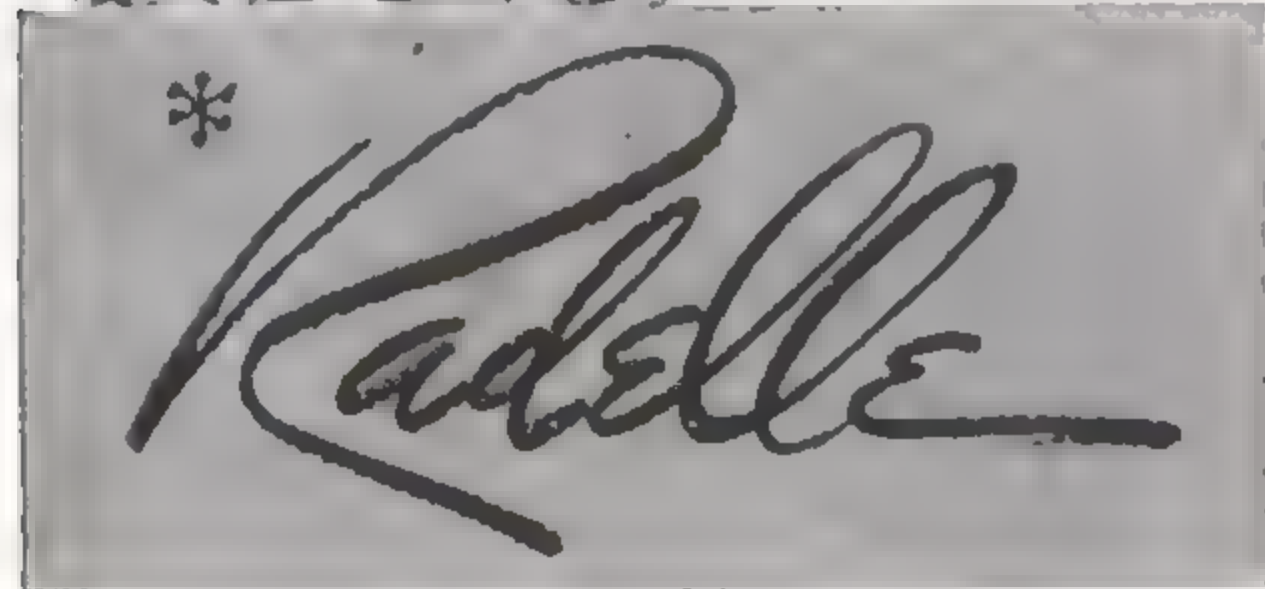


Femininity sweeps the campus . . . and bright little co-eds can win an A with Radelle's 3-point course in undie-grad allure!

A. Handmade gown with star fagotting. All-silk, pure-dye crepe. White, tearose, blue, Rose-Marie.

B. Sculptured bias slip. All-silk, pure-dye Satin Amollir. Handmade, hand-fagotted. Tearose, white.

C. Pajama in all-silk, pure-dye jacquard satin. Fine machine-made. Creme de Rose, tearose, blue, Rose-Marie, deeptone piping.



Ask for Radelle Lingerie by name . . . at better stores everywhere.

Good collegiate economy, for they'll wash and wear divinely!

All Radelle fine lingerie is made of all silk, pure-dye fabrics.

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105 MADISON AVENUE, NEW YORK

SCRAP ALBUMS

(Continued from page 139) in Vogue—interspersed with screen heroes snipped from movie magazines. Miss Beatrice Patterson's collection, on the other hand, is mostly telegrams, cables, letters, and clippings, with hardly a snapshot among them. While Mrs. George Howard's photograph album is enlivened by a sprinkling of English penny-postcards.

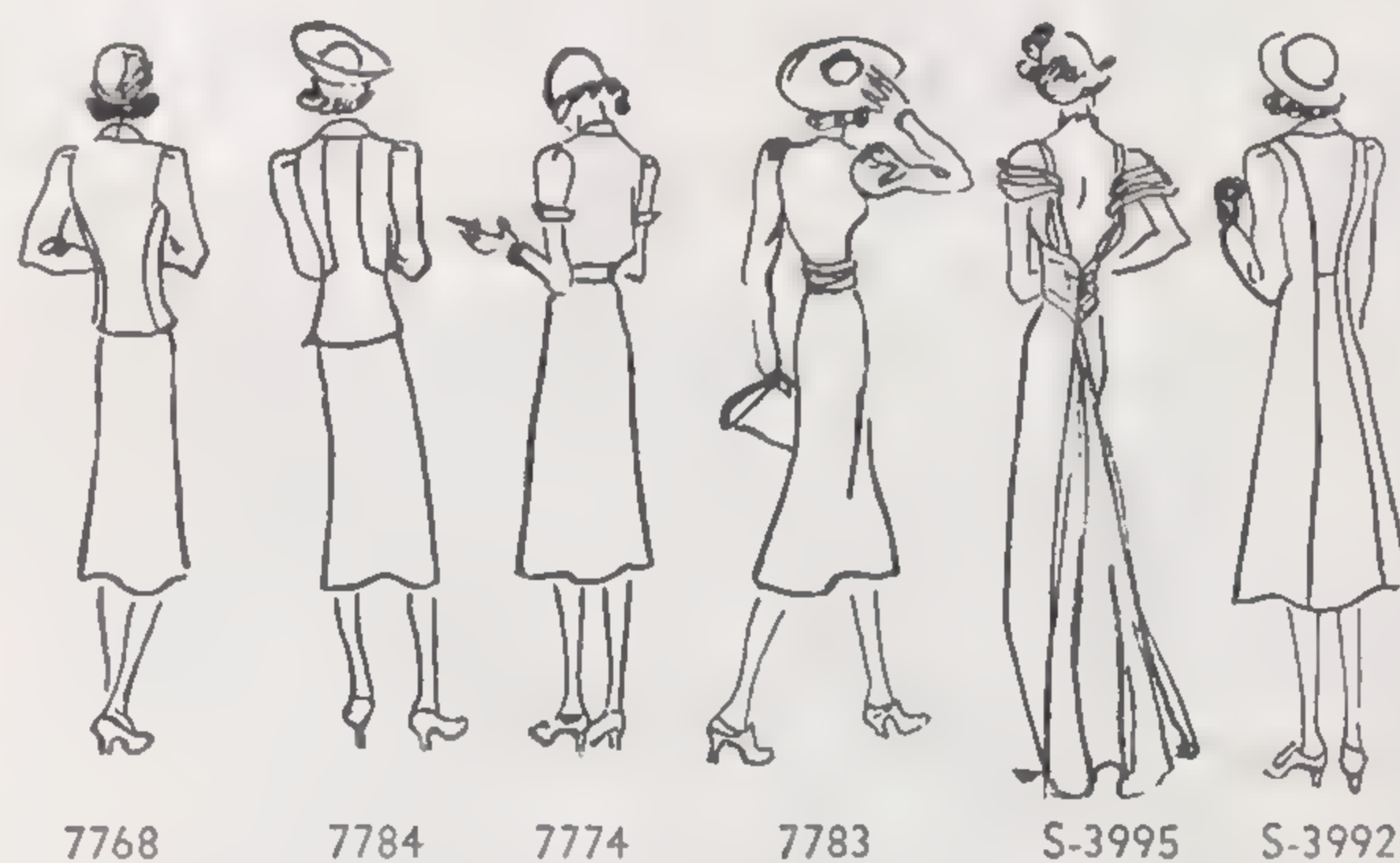
At Ashcombe I have over fifty scrap books, relics of every stage of my life, and even the most matter-of-fact information, cut from the daily newspapers, soon assumes the interest of antiquity. Over the theatre lists, giving the current plays, there will be wrangling as to who played the lead in this or that French-window comedy. The careers of the bridesmaids in the wedding group will be followed; Carnation fell out of an aeroplane; Delight went into a dress shop, and we all know what happened to Bibs and the Duke.

The juxtaposition of various pictures on the same page adds vitality; punctuation can be given to a page of dancers by a vignette of the Queen crossing the street, and endless pleasure can be had from the distortion or recomposition of pictures. Cigar-box pictures and pictures from "Health and Strength" magazine are useful for montages, and a figure from "The Nudist" carefully cut round and placed, unobtrusively, among the ladies off to Their Majesties' Court, creates a surprise. The head of a well-known poetess can be set on the shoulders of an acrobat, a rope-walker performs among the tree-tops at a garden party—the possibilities are endless. Each collector will have his own ideas and new devices. Scrap albums of even the dull are seldom dull.

For the collector himself, scrap albums are as much a joy in the making as to look back on. Those people have missed much who have never known the pleasure of sitting inside on a glorious sunny day, with a smell of adhesive and pages to fill, and the reckless abandon of violating the magazines which lie in piles in the corner. And for the collector's friends, the scrap albums are always intoxicating, with limitless discoveries to be made, explanations to be found. They will look through them for hours and be quite content.

Perhaps it would be worth while to compile scrap albums if only for the reason that unexpected callers can be left with them, gleaning inquisitively, while the host quietly continues fishing from the rustic bridge or enamelling the garden chairs.

DESIGNS FOR DRESSMAKING



Six courses to carry you through classes, proms, football games, week-ends, dates, and all campus contingencies, with high honours. You can see them from the front on pages 118 and 119. They are designed for sizes: 7768, 7774, and S-3995, in 12 to 20; 30 to 40; 7783, 7784, and S-3992, in sizes 12 to 20; 30 to 38

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 65.

TWO-TO-ONE FAVOURITES



You'll find two furs often playing rôles of almost equal importance in the new wraps. There's drama in this interplay of dark fur with light. That dusky sable shade, more than anything else, throws ermine into blinding white brilliance. Dein-Bacher's "Page-Boy" evening wrap, of sable-dyed kolinsky and ermine, has straight box lines, three-quarters sleeves, and a next-to-non-existent collar—all the endearing new fur traits.

S. Harra uses one fur for this slim fitted coat. And nothing, you'll agree, should be allowed to interrupt the smooth, lava-like flow of this black caracal fur. Caracal is young and sophisticated this year—especially the flat, sleek, patterned skins. This is one of the fur coats cut and fitted to the figure, exactly as a couturier cuts and fits a cloth coat. Janet-Fifth Avenue has this Suzy tarbush, in panne velvet, red-and-black.



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IN A **jallow** ORIGINAL

Notice the youthfulness of the two-piece suit beneath its beaver-trimmed topcoat. Then make haste to your favorite store and ask to feel this new fabric. Luxurious—amazingly serviceable and warm, but with a minimum of weight that only Stroock can achieve. With such a suit you are well dressed for any Fall or Winter occasion.

At the finest stores or write directly to the exclusive manufacturer of Jhalna cloth suits.

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like lovely things!*



• Does lovely lingerie give you a thrill? Then visit the Modaire Department of your favorite store, where Modaire Slips for every occasion—and every figure—are featured. Or see the Miss Co-Ed Gowns and Slips—or the ALLURA MODELS. They all bear the famous WONDER MAID trademark.

• All of these WONDER MAID Garments may be had either smartly tailored or gaily frivolous—of pure-dye satins or silk crepes—with pre-tested seams and stitching that assure amazingly long wear. The unique WONDER MAID tailoring brings you a revelation in line and fit.

Prices are most moderate

SLIPS...\$2.00 up.

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Mutual Garment Co., Saint Louis

For Loveliness *Plus* Quality, Choose

Wonder Maid



FINE SLIPS and UNDERWEAR

PUZZLE PARTIES

And here are the answers to the puzzles on pages 90 and 91

1. Fifteen miles per hour. The distance does not matter. If you assume that the senior travels sixty miles, then that distance would be traversed in two hours, going at thirty miles an hour. At ten miles an hour, it would take six hours. In all, therefore, it took him eight hours to do the whole trip of one hundred and twenty miles. Dividing 8 into 120, leaves fifteen for the answer. (The answer will be the same if you use a distance of thirty, forty, or fifty, or even one mile.)
2. The correct spellings of the ten words are: Paneling; scuttled; soliloquy; capricious; innuendoes; shrieked; maudlin; mawkish; sacrilegious; concise.
3. The English usage answer is this. The statement "Here is my box that is ten inches wide and seven inches long" is wrong. Length, by definition, is the longer of two measures. The girl should have said "ten inches long and seven inches wide."
4. In order, the correct answers to "Who Said It" are: (a) Oscar Wilde; (b) Benjamin Franklin; (c) King Solomon; (d) Lord Byron; (e) William Shakespeare; (f) James Russell Lowell; (g) Rudyard Kipling; (h) Samuel Taylor Coleridge; (i) Ted Lewis; (j) This is generally attributed to Thomas Haynes Bayly (1797-1839). Actually, it was the first line of an anonymous poem in Davidson's "Poetical Rhapsody", published in 1602; and the best authorities, therefore, list it under "Anonymous." Count yourself 10 if you said "Bayly", 20 if you said "Anonymous."
5. The puzzle fits the name Pierce Butler. And the analysis is simply this: The master, who is addressed by his butler as "My Lord," is a member of the nobility, and therefore a Peer. The letter S is embroidered on the master's robe. His playing partner obviously is a Butler. (Peer S. Butler.) And we must add that Ginger Rogers is definitely wrong, since syllables, as we've mentioned before, can not be plucked out of words.

MAKE WAY FOR TO-MORROW

What now? And what next? September 1 Vogue brings answers from both sides of the Atlantic. From Paris, there's our first report of the Autumn Openings, spreading before you pictorially and verbally the most exciting moves of the French Dressmakers. From America—a shopping portfolio of significant new fashions which you yourself may buy in your own locality.

Among the features, there's the latest article by Ludwig Bemelmans, the author of "My War With The United States"—an article in which the author gets tangled with jungles, green snakes, and encroaching civilizations. So don't miss the September 1 Vogue.

ORCHIDS ON HIS BUDGET



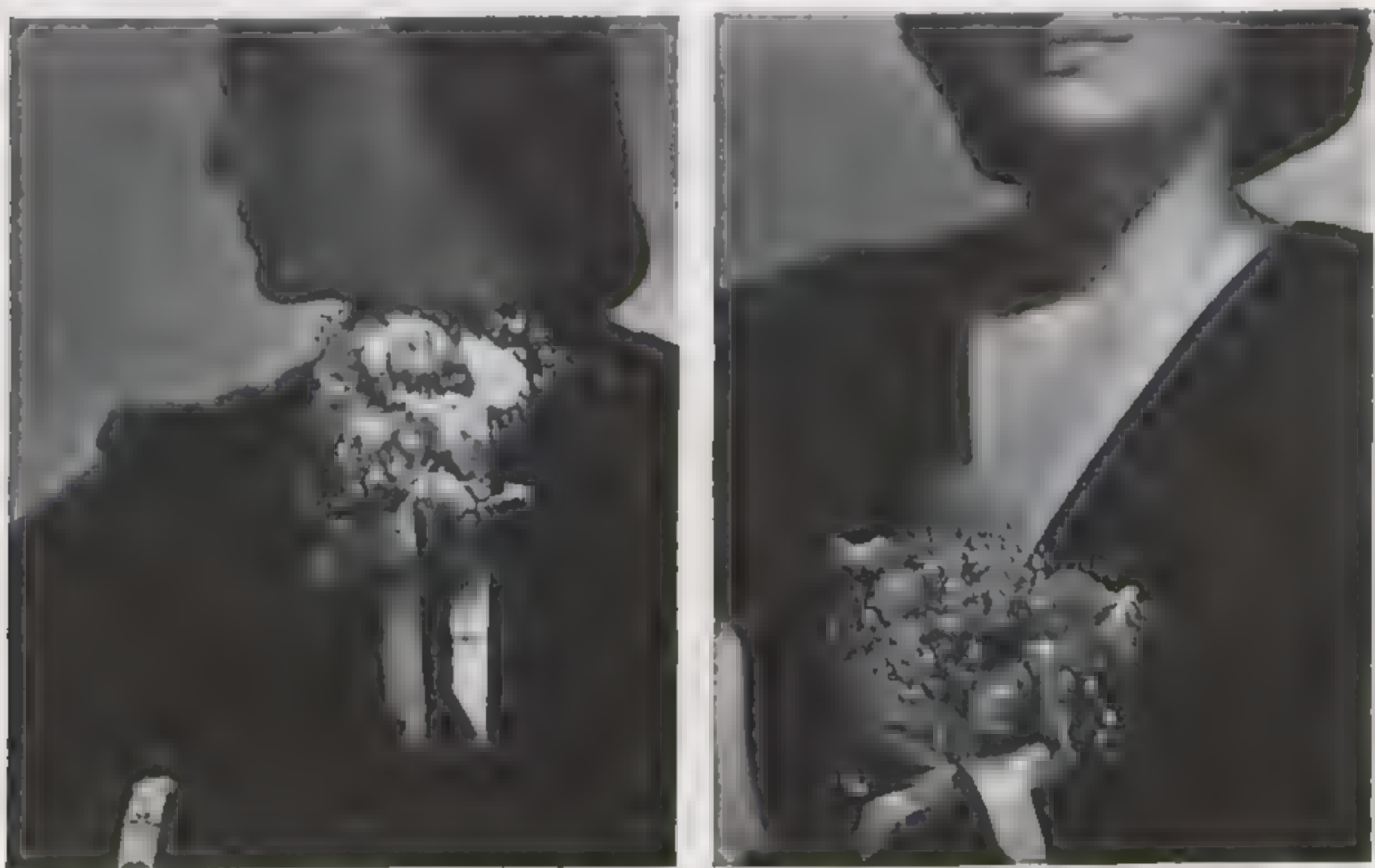
Two-colour carnation lei; about \$5. Corsages designed by Irene Hayes and available at good florist shops throughout the country

BY orchids we mean, broadly, the corsages that right-thinking college men buy on the eve of a prom. Naturally, no college man need be expected to decorate blind dates or room-mates' sisters. But if he's trying to cut a swath with a blonde from Vassar, he can make good headway with flowers.

However, prom-trotters have been registering complaints lately. They claim that the average college man knows just two kinds of flowers (at the most) and that they are sick of both kinds. Moreover, college men often send flowers of such fragility that one chorus of "Tiger Rag" leaves them mashed.

The three corsages on this page were planned specifically by Vogue for college men to give and college girls to wear, and though all three look alarmingly expensive, their prices are considerate. They also have fine staying powers, even to withstanding a rush from the stag line. But their main charm is that they're unusual—flowers to be greeted with gasps. The giver, of course, gets credit for being original and a man of the world.

If a college girl gets the slightest tip-off that she's going to have flowers, she'd do well to describe her dress—in a dreamy, off-hand manner. (Subtlety is imperative.) A low neck-line on a simple dress, for instance, would be pure drama with the lei of carnations. For an artfully demure dress—one of those bouffant arrangements, or a dress of something drifting, like chiffon—the round bouquet of mignon roses, white carnations, delphinium, and gypsophila. And with a sleek, sophisticated gown (which some girls choose every time) the *cypripedium* orchids, which look like money out of the bank. The autumn campaign is on. And it's up to you prom-trotters to make men think they thought of these flowers themselves.



Left: Round Victorian nosegay; about \$2.50. Right: Corsage of two *cypripedium* orchids; about \$3.50. Find these at your florist

"TISH-U-FELTS"

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and upwards.

IN IMPORTED
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Select a "Tish-u-Felt" hat designed to accentuate the newest hair styles. The authentic models bear the tag "Approved by leading hairdressers".

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The White House	Holman's Dept. Store	Pacific Grove, Calif.	Walfer's, Cheyenne, Wyo.
San Francisco, Calif.	Cherry & Webb Co., Fall River, Mass.	Fall River, Mass.	J. A. Kirven Co., Columbus, Ga.
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Grace Ashley* special studs and clips—\$7.50 a set

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Drop in anywhere, from A.M. to P.M. in the match-
lessly tailored Grace Ashley* original jewel stud
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I. Magnin.....	California and Washington
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THE BEAUTIES

NO college girl—not even the Phi Beta Kappa or the girl athlete—goes around with a bare face any more. A flick of powder, a gleam of lipstick may be the only decoration, but still it's a gesture in the right direction. And so from the Canadian border to the Mexican border, from the Atlantic to the Pacific, college girls are finding out how to change an average face, through proper care and judicious use of make-up, to a face of Prom-Queen potentialities.

Though geography has no power over this impulse to beauty, it does have something to do with the ways and means. Traditions grow up around localities. One of these (witness the deck-chair brigade above) is the Western Sun tradition. College girls in California, Arizona, and points somewhat east, are sun-worshippers, and bask during a large part of the year.



If you're going to a college where the sun shines all the time, you know how squint-lines and lobster sunburns develop from too much enthusiasm and too little protection. Take your sun under cover of one of those new sun creams or oils—they save your skin, and actually manage to be becoming. Use moist, bright lipstick.... And polish up your legs with one of those fine pumice-stones—or use a depilatory wax, which keeps legs smooth for weeks.

Dress up your tan for on-parade occasions with judicious eye make-up, and dark powder to take the shine off your nose. But for evening, play your tan for all it's worth—polish it, add eye-shadow, mascara, lipstick—and brilliantine in your hair.

In the deep south, though—Texas and Virginia and Florida and Kentucky—fair complexions are in the ascendant. They go better with trailing dresses and organdie ruffles that the southern college men seem to like.... So if you're a southern girl, you'll be glad to hear about a new protective cream that keeps out every last ultra-violet ray.... You powder over it, and end up at sundown without even a freckle.... Most manufacturers, at that, have preparations specially designed to pamper petal complexions.... And there are pale tints of powder which will blend in with the underlying tones of even the fairest skins. With your glamorous ruffled evening dresses, wear romantic bouquet fragrances with a hint of spice.... Or if you lean to the heavier fragrances, like jasmine, use them frugally, with an atomizer to diffuse them around you.... You can carry your perfume in a new and inexpensive purse-container, non-spillable. With your big-brimmed hats for dinner mascara and shadow *very* sparingly used will make your eyes look enormous.... In the hot weather, investigate a cream deodorant, mildly anti-perspirant.



OF THE CAMPUS

Girls from eastern colleges have their concerns, too—especially with skiing the favourite outdoor sport. If you're from the east, you know all about snow-banks down your neck and wind in your face. Rely, then, on protective creams for your face; hand-cream for wrists and hands...on body creams or bath oils to defeat that winter dryness.... For your lips, there's a new antiseptic pomade which you either use straight or as a lipstick base.... Use a greasier lipstick in winter, anyhow.... Remember steam-heated air has a sinister way of drying your skin.

At a co-educational university, your life really isn't your own—since men over-run the campus, be braced for such emergencies as a sudden meeting with the football captain.... Start out with faultless make-up, and carry as ammunition a comb, compact, and lipstick.... For your homework, consider a light wave-set lotion that actually dries while you dress...and the heatless curler that rolls curls and clamps them with bobby pins.... Tie on a wave-cap woven with "Lastex," which cherishes a wave.... Keep up your manicure; use oil on your cuticle at night.

At a woman's college, though, let down your hair during the week. On campus, wear no make-up but lipstick and possibly a fluff of powder to take the high lights off your nose.... Let your finger-wave peter out (but don't neglect stiff brushing with one of those strong-minded brushes).... Take off last week-end's nail-polish.... Scrub your face with soap and a stern little face-brush that fits into the palm of your hand.... And before a visiting week-end, wash your hair with a shampoo that needs only to be combed through and then rinsed out.

For Game week-ends and proms, let go with all the tricks. Curl up your eyelashes.... Try, for a stunt, liquid rouge over your lipstick, to set the colour fast.... Or outline your mouth with one of those lip pencils that all New York models use.... When you wear an evening-dress, see that your powder foundation covers every exposed inch of skin.... Have, for last-minute blemishes, one of those efficient camouflages, either cream form or stick.

Accept, with aplomb, any crazy situation that arises. At Connecticut Valley Colleges, for instance, you may wear full evening dress in mid-afternoon. (Blue laws end dances at twelve; so smart colleges start dances early.) Look hard at your evening-dress face in broad daylight, before venturing out...check up on your daylight make-up after the lights go on, to make sure you aren't pale.... And don't forget, ever, that the best work make-up can do is to make you look as if any of your added charms were natural.



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Style V 808

FOR that crucial first Fall impression on the campus — for special days in town or country — choose this sprightly, two-piece knit designed by SMARTSPORT. Distinctive for looped loveliness of texture — and a saucy, fitted jacket applique in leafy suede. Skirt has four pleats and zipper placket ... Created with CROWN Rayon — the NEW Rayon of Fashion ... The CROWN Tag assures complete wearing satisfaction.

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CAMPUS CLASSICS

with a dash of Scotch
in Woolly Cottons, Sanforized-shrunk



Skirt . . . 5.95 Shirt . . . 5.00

Draw-string shirt . . . 3.95

SAN GALO authentic clan plaids, straight from the hielands, that look like wool but are actually cotton. Easy on the allowance because they're Sanforized-shrunk and can face the college laundry week after week without shrinking. You'll find them identified by this label at the stores listed.

LORD & TAYLOR, INC. New York
MARSHALL FIELD & COMPANY . Chicago
THE BLUM STORE Philadelphia
and other leading stores.

Sanforized-Shrunk
40 WORTH STREET,  NEW YORK CITY

COLLEGE HOUSE-RULES

Right: Van Raalte's striped pink pajamas, to wear before and after lights-out; with a short-sleeved blouse, tailored collar, and wide trousers. Bloomingdale

Far right: When wintry winds strafe the campus, try these Kayserette pajamas, of tuck-stitched cotton, with a high, snug turtle neck, puff-ball buttons. Kayser



Left: Tailored as smoothly as a simple, classic knitted suit—this deep blue, two-piece pajama suit by Van Raalte, that ties trimly at the waist. Lord and Taylor



Right: Even cramming becomes pleasanter if you pass the dark hours in this black flannel house-coat, slide-fastened, bound with gay blue and pink crêpe. Macy



AFTER-HOURS TEXTS



Left, above: For a luxurious Sunday morning in bed or a quiet evening with a Good Book, this peach-coloured bed-jacket is as smart as it is cozy. It's of cotton, but you'd never know. Kayser

Right, above: The foundations of a college education—these Lastex lace panties and silk brassière, for control without restraint. And both of them are surprisingly inexpensive. Kayser

Left: When the college cohorts gather to discuss the day's work or week-end's play, wear this spun rayon house-coat of blue or pink stripes. John Wanamaker, New York, Philadelphia



Right: In co-ed and girls' colleges alike, strictly tailored pajamas are favourites. These two-piece ones, of blue broadcloth, have short sleeves and a collar of navy-blue print. From Kayser

Far right: College girls like local colour so turn out for fire-drills in these long-sleeved, two-piece pajamas of printed cotton—blue, green, or red. Contrasting collar and piping. Kayser



Go Smartly INTO FALL IN THIS FOUR STAR ORIGINATION

★★★★ Stylists who have seen this glamorous style spark say it is by all odds the inspiration of the season. No ordinary style creation ★★★★★ this princesse frock of Stehli's "Galivant". ★★★★★ a new fabric origination in cire patterned crepe. Here's a dress to take to college ★★★★★ a "style find" for those who demand exclusive, sophisticated clothes. Yes, for absolute individuality, this is the dress ★★★★★ a farewell to humdrum ★★★★★ a glorious creation in which to capture the Fall mood. Released August 16th by 700 smart specialty shops, and confined to one store in each city. In black, and in sizes 12 to 38. **\$19.95**

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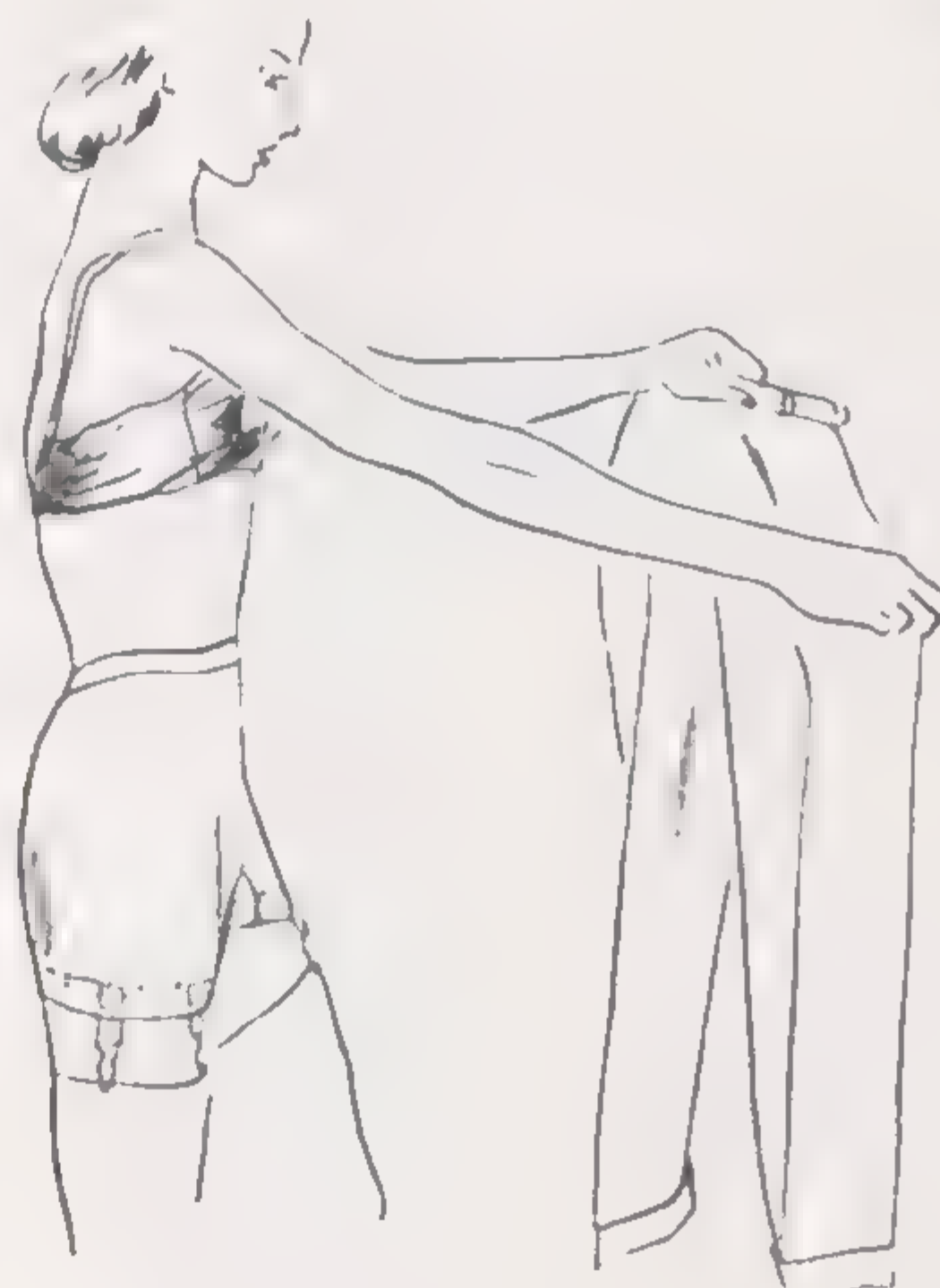
Fifth Ave. at Fortieth St., New York



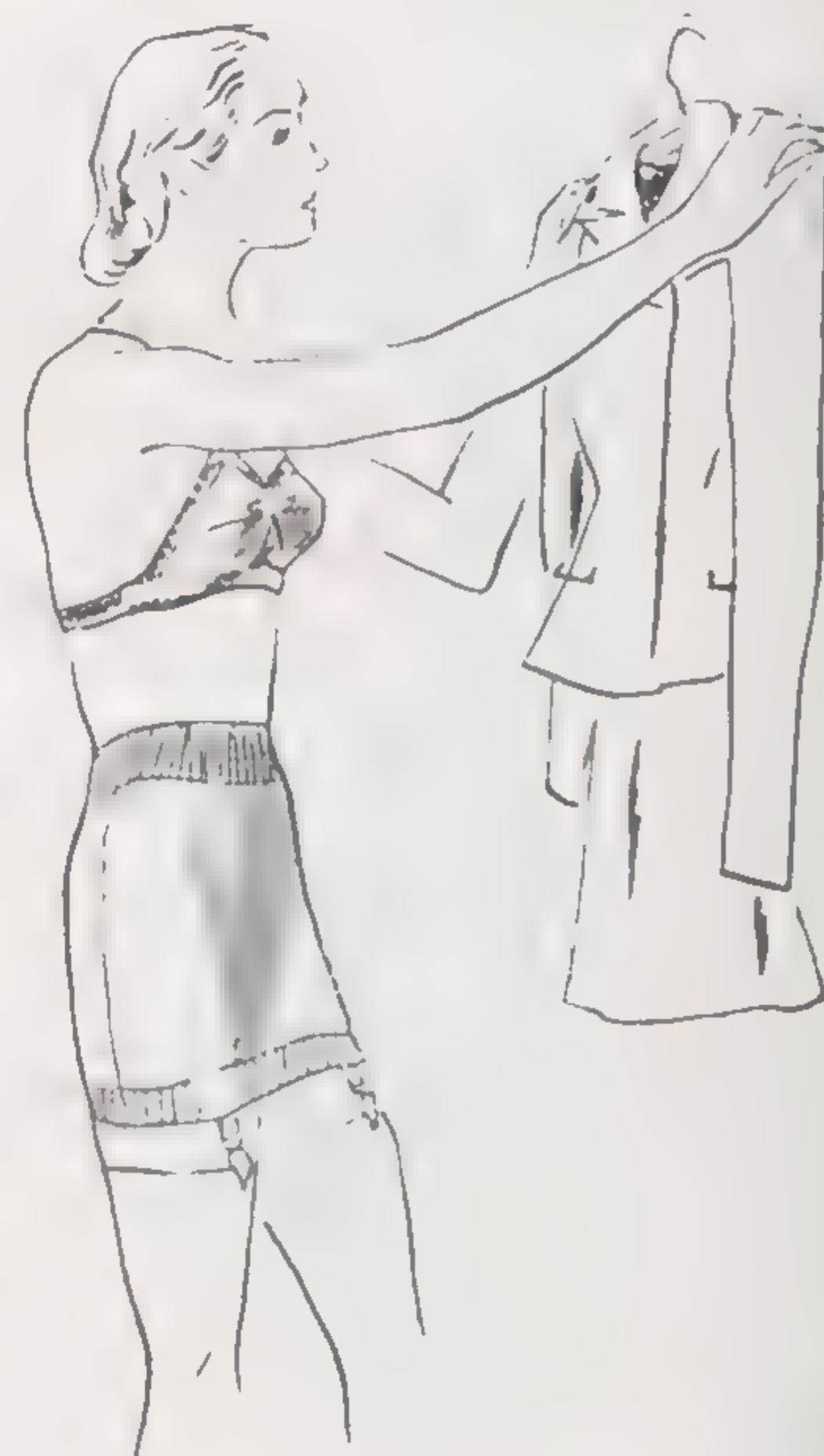
Left: Be firm about your figure even under campus sweaters and skirts. Wear Le Gant's girdle of brocade woven with "Lastex" yarn, and Warner's matching brassière of brocade and net, to give you the proper foundations for learning. Best



Above: For wear beneath your smoothest evening gowns—a Mun-singwear foundation, so unbelievably light that you could almost fold it into an evening bag; of net woven with "Lastex" yarn; double net over the bust. Lord and Taylor



Under your slacks, wear a pantie girdle of fine, knitted, seamless material that stretches two ways. Gossard designed it, and it gives you the necessary freedom for active sports. With it, wear Gossard's "Flair" brassière. Franklin Simon



Perfect for the short figure is this Vassar girdle of mercerized yarn, woven with "Lastex." Despite its light weight, it provides firm control. The Vassarette brassière of Bemberg, with "Lastex," slips on over the head. Saks-Fifth Avenue



Under your prom dresses, try this step-in combination—a firmly molding Flexees Junior. The sides are of French lace lastique, the front panel of lined batiste, the back of lace lastique. Triple net makes the top. From Franklin Simon



Cut a smooth day-time figure in a Hickory girdle. The front and back panels are of vertical-stretch satin, woven with "Lastex" yarn; the net sides stretch two ways. Inviz-a-Grip garters. Gosard brassière of net and brocade. Franklin Simon

For the tennis-courts or other strenuous campus activities, Carter designs a "Mouldette" pantie girdle of sheer two-way stretch fabric woven with "Lastex." Garters can be attached in a new invisible way. Maiden Form satin brassière. Altman

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Only about 3 out of 10 women ever find their lucky shade of face powder... This is your chance!

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I want to find my "lucky" shade of face powder. Please send me all ten of your new shades.
Name.....
Address.....
City..... State.....
(If you live in Canada, write Lady Esther, Toronto, Ontario)

Styled by Lynbrook



"When leaves of brown come tumbling down..."

In
Challitwill

Lynbrook frocks will be indispensable in your autumn wardrobe! Styled in a COHAMA fabric made of SNIA•fiocco,* the fibre for finer fabrics — you'll find these flattering frocks ideal for campus or for business wear . . . you'll be amazed at their serviceability. Ask to see these and other Lynbrook frocks at your favorite store.

STYLE 304 (left) "Confetti Dot". Sizes 12 to 20...Colors: Navy, Black, Green, Brown and Cherry Red. Detachable white pique collar. Bracelet length sleeves. Leather belt with pearl buckle and buttons to match.

STYLE 306 (right) "Tassel Print". Sizes 12 to 20...Colors: Green, Brown, Rust Black and Wally Blue. Two piece. Fly front closing. Contrasting scarf, kerchief and leather belt.

For names of stores selling these frocks in your city write to

DAVID H. SMITH, INC. • LYNN, MASS.

SNIA•fiocco is made by SNIA VISCOSA, world's largest producer of spun rayon staple fibre.

*Reg. U. S. Pat. Off.

INTRA-MURAL ACTIVITIES



Above: Dormitory pride in a long-sleeved gown of blue crêpe, stitched in red; Best Blue satin mules made by Daniel Green. Altman

Left: A superbly fitted slip of pink crêpe edged with Alençon type lace. It's made in two lengths—for tall girls or short. From McCreery

Below left: A classic in day slips—pink crêpe with adjustable straps; Altman Daniel Green mule of aqua satin. From Lord and Taylor

Below: A study in simplicity—a sleeveless nightgown of pink crêpe with contrasting piping, trim pockets, Talon fastener. Lord and Taylor



DUNLAP FELTS

With the New Flair



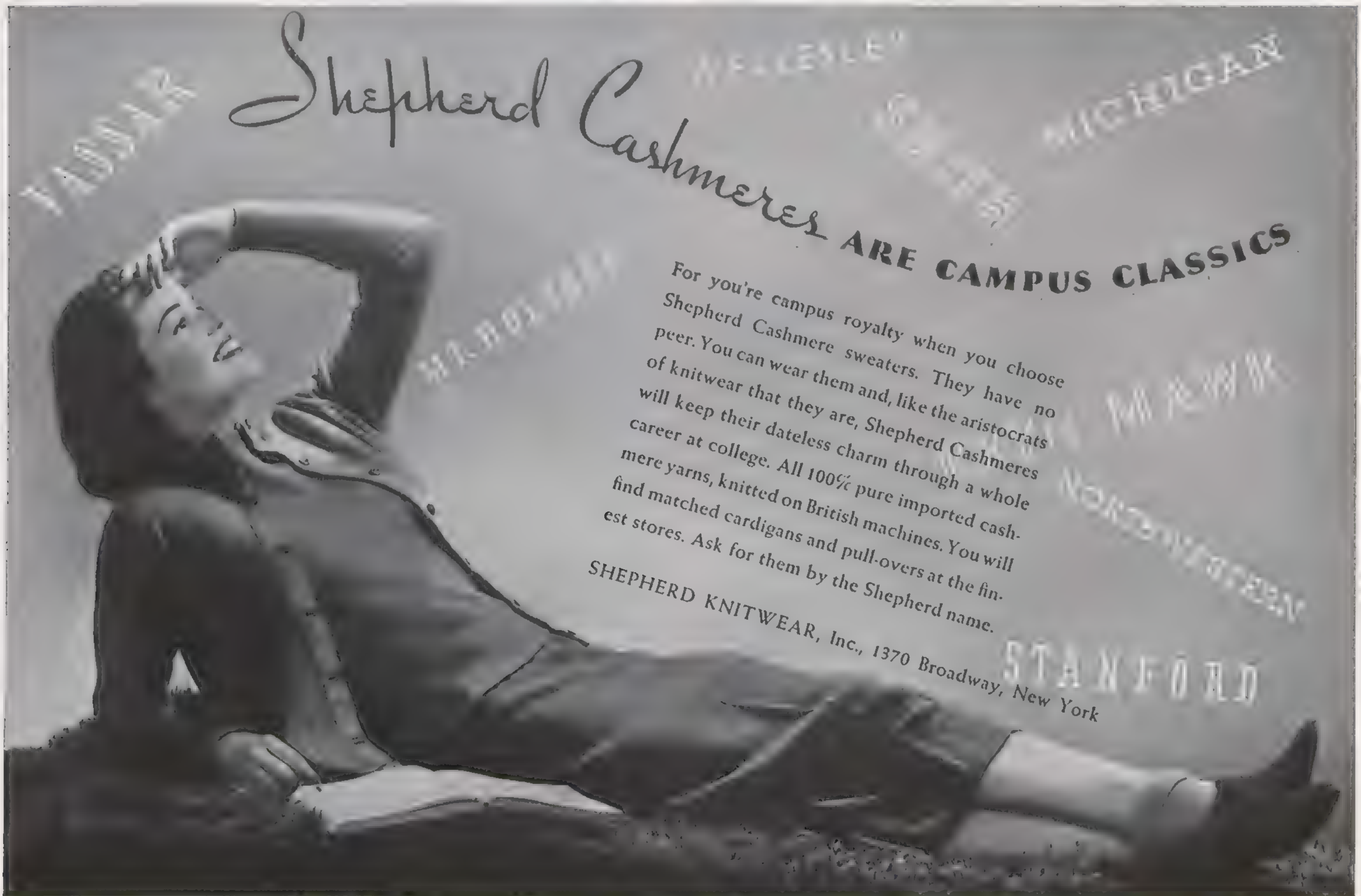
A. Metropolitan I
in Felt only \$10.00

B. Metropolitan II, in Felt 10.00

C. Cruise and Travel I
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D. Cruise and Travel II
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Shepherd Cashmeres ARE CAMPUS CLASSICS

For you're campus royalty when you choose Shepherd Cashmere sweaters. They have no peer. You can wear them and, like the aristocrats of knitwear that they are, Shepherd Cashmeres will keep their dateless charm through a whole career at college. All 100% pure imported cashmere yarns, knitted on British machines. You will find matched cardigans and pull-overs at the finest stores. Ask for them by the Shepherd name.

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YALE HARVARD MIT CORNELL UNIVERSITY PENNSYLVANIA NORTHWESTERN STANFORD



A Good College Number in *Celanese**

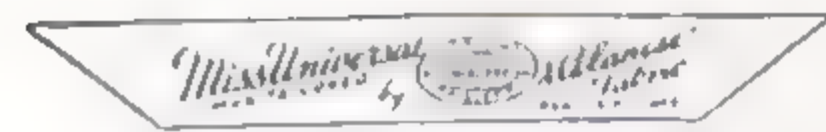
Even the coed's pajamas are going in for a college education! There's a lot of Higher Learning in these sleek slumber togs...a bedtime blend of feminine fabric and masculine style. Alluring Celanese* Satin accounts for the former...the latter is authentic because we special-

ize in making P-J's for men. Miss Universal's "Alma Mater" is one of the smart shops in your town.

*Reg. U. S. Pat. Off.



Miss Universal
MAN-TAILORED
PAJAMAS



STEINER-LIBERTY CORPORATION • NEW YORK • BALTIMORE • CHICAGO

THEY KNEW WHAT THEY WANTED

YOU are standing, your commencement speaker at prep-school probably said, with your feet on the threshold of a new life—college. If you're going to be a freshman this September, you're probably thinking about just what you're going to put on those feet. And if you've been to college before, you're interested in this year's collection of shoes.

Vogue asked the seniors from one hundred and fifty-seven colleges—seniors who had competed in our second Prix de Paris—all about the shoe situation. We wanted to know how many pairs of shoes the average girl packs in her college-bound trunk; what sorts of shoes, and how much she pays for them.

The average number, according to the questionnaire, was eight pairs of foot-coverings per undergraduate—shoes to see them through everything from rainy days to dances; from eight o'clock classes to faculty teas. They wanted campus shoes, which were to be on the sports side; dressy afternoon shoes, and glamorous evening shoes. In addition, two-thirds wanted riding boots. And the necessity for galoshes was, comfortingly enough, realized by about ninety per cent of the seniors.

On these two pages, we show the types of shoes which seemed important to every single senior who answered our questionnaire. None of them is extravagantly expensive; any one of them will fit into the shoe wardrobe of next month's college-bound crew. For in no time at all, colleges will open—and feet will tramp into classrooms—the same feet that later will board trains for week-ends, and even later will follow perfectly the newest undergraduate dance steps.



FOR WEEK-ENDS

First: For faculty teas or Sunday luncheons, a black suede shoe with grosgrain ribbon trimming. Rice-O'Neil; Tailored Woman



Second: Catch the early train for your week-end in this simple, suave Foot-Rest oxford of black suede and black gabardine



Third: With your fur coat and wool dress, have this classic black suede Airstep oxford—a shoe for many daytime purposes



Below: To wear with your smooth black wool street suit, a Newton-Elkin suede oxford, with zig-zags of lacing. Franklin Simon



CAMPUS

Above: Take your first steps on a co-educational campus—where clothes count doubly—in this Foot-Saver brown calf shoe

First, right: The foot on the classroom floor will wear this Walkover shoe in lizard calf combination. Medium leather heel

Second, right: Tramp the brick walks in comfort in this easy-going, reversed-calf Peacock oxford. The soft toe is new



EVENING

First: Below your up-in-front skirt, show these many-strapped evening shoes, of black satin with gold kid, Franklin Simon

Second: Go into your dance with these silver kid evening sandals, mere frameworks of straps. Good with most dresses. Best

Third: Palter de Liso's black suède dinner shoe, with gold kid pipings. Pack it for the week-end in town. Bonwit Teller

Below: A white faille evening shoe, with interchangeable gold and silver kid lacings over the front of the foot. Lord and Taylor



NELSON



No. 700 — Paris-inspired shirred bodice—Cynara crepe of Dupont yarn. Sizes from 10 to 20 \$17.95

No. 710—Sleek, slim—with quaint quilting at the shoulder line. Cynara crepe. Sizes 10 to 20 \$22.95

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Gus Blass Little Rock
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Strawbridge & Clothier Philadelphia
Town & Country Shop Fort Wayne
Turner, Martin & Symons Milwaukee
Yunker Bros. Des Moines
Rich. Schwartz & Joseph Nashville

FOR THE PATHS OF LEARNING

Here are five shoes that have passed their college entrance exams with honours. They are designed for walking, with special attention to well-proportioned leather heels; they are pleasantly and properly simple in style, and will see you through practically any sort of out-door life that comes your way. Two words of warning: have a stiff little wire brush in your shoe closet to keep in order the nap of your Bucko and reversed calf shoes; keep a regulation, man's soft polishing brush and give a final whisk to your polished calf shoes, on your way out to classes in the morning. It will do as much for your morale as for your shoes.



Right: A Stetson classic in reversed calf, combined with calf. Well-proportioned, sturdy leather heel.



Left: An Active-Moderns shoe of polished brown calf. It has a refreshing freedom from any sort of decoration



Right: A new version of the beloved monk-type shoe—in wine-coloured reversed calf. Leather heel. Walkover



Left: A black reversed calf shoe, combined with calf, with a different throat treatment. Lord and Taylor



Right: Reversed calf and calf combine in a smooth, sturdy Enna Jettick shoe with an especially good heel



Dominoes and autumn leaves

are the print motifs of these shirt frocks of distinction . . . styled by Kay Dunhill in DUNARA—a COHAMA fabric, modern, wrinkle resistant spun rayon challis—woven of fine SNIA•fiocco* yarn, the fibre for finer fabrics.

Illustrated at left — STYLE 408
The "Autumn Leaf" print is new and charming on grounds of navy, brown, rust or green. Tailored pockets, front slide fastener neatly hidden by piping in contrast colors. Available in sizes 12-20.

\$650

Illustrated at right — STYLE 407
The "Domino" print is Schiaparelli's . . . you'll love it! This frock also has front slide fastener . . . the collar and cuffs are detachable. Available in sizes 12-20 in navy, wine, brown and green.

\$650

For name of store in your city selling these frocks write to

Kay Dunhill INC • 1350 BROADWAY, N. Y. C.

SNIA•fiocco is made by SNIA VISCOSA, world's largest producer of spun rayon staple fibre.

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LONDON LETTER

SELDOM, if ever, have so many descendants of an illustrious character in history witnessed the spectacle of that character living again on the stage as at the première of *Victoria Regina*. Some of the younger ones, like Lord Louis Mountbatten, had been held in the arms of the illustrious Queen at their christening, a few could remember her, and all were steeped in the many legends that have grown up about her. So it was a strange experience for both audience and actors—and one of the most memorable nights any of us have ever known in a London theatre. Such an audience has never been seen in our time—nor, we venture to say, such a play. The beauty of Rex Whistler's sets is surpassing, the characters so beautifully played that they live again and sustain the spell to the last curtain.

This play is indeed a great triumph for Gilbert Miller, the first producer in the theatre in our time. And while Pamela Stanley plays Queen Victoria nightly in London, the great Miss Helen Hayes, who created the rôle in New York, is about to start her two-year tour of America—a proof of the appeal of Laurence Housman's play, which not only presents the great Queen as a wonderful human character but also the Prince Consort as one of the most lovable and beautiful characters in recent history.

MRS. GILBERT MILLER'S PARTY

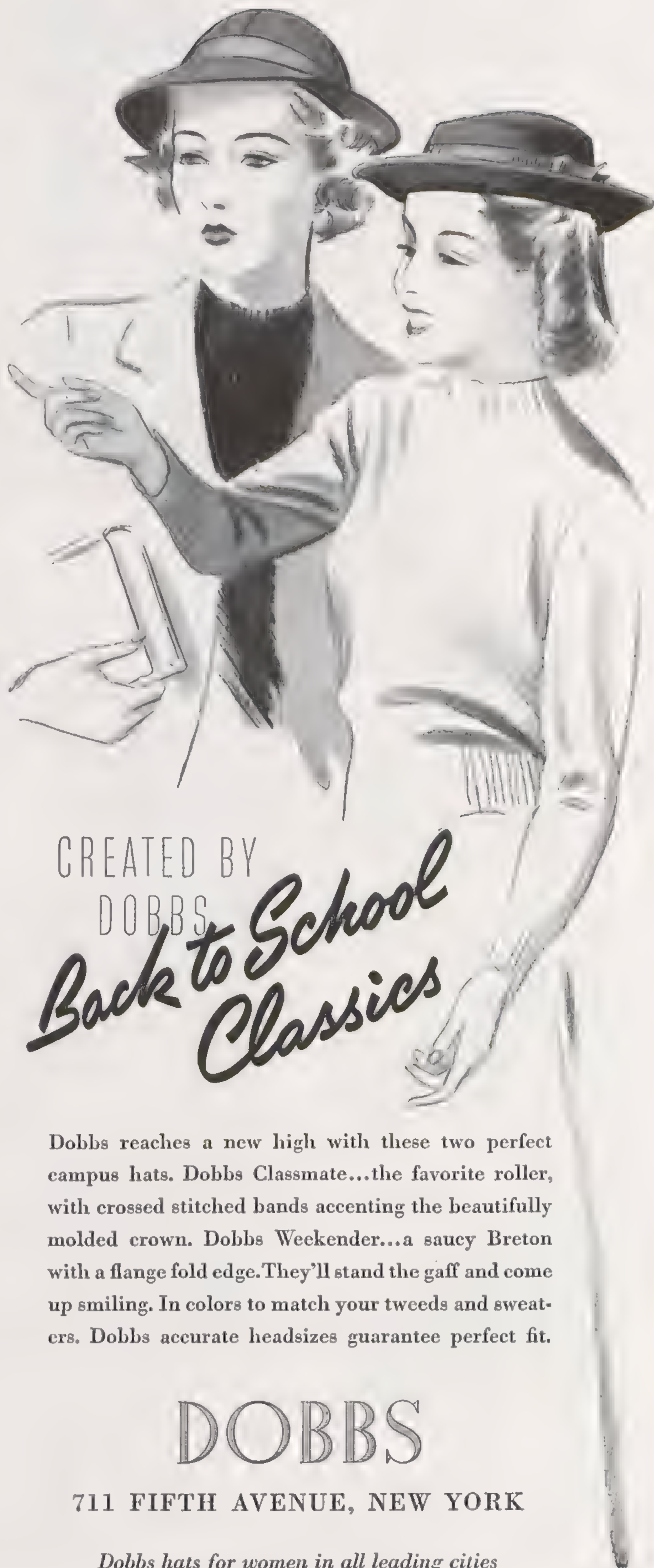
Mrs. Gilbert Miller gave a supper party after the first night, at which every woman received a little paper-frilled Victorian bouquet of white flowers, and the supper room was decorated with bouquets like those Victorian ones under glass domes. There is a scene in the play in which pink roses and lilies of the valley are combined to make two smashing bouquets in the middle-Victorian tradition, and it will probably not be long before we see the Victorian note in decoration spreading far and wide, since it is just far enough away now to have charm for us. Helen Hayes in America has furnished her house in the middle-Victorian style and it is, in its way, as successful as Rex Whistler's sets. The Victorian fashion has spread in America in the way that American fashions always do—like wildfire. Will we have it next? We think so.

"DON JUAN DE MAÑARA"

Another first night of great interest was the première of *Don Juan de Mañara* at Covent Garden, conducted by the composer, Eugene Goossens. We don't pretend to be music critics; therefore, if we say that it is an opera that doesn't give much chance to the singer to sing, we will be forgiven on the grounds of sheer ignorance. Certainly it isn't "tuneful." But neither is Wagner for that matter.

However, we do hear while wandering round the corridors of Covent Garden that tuneful operas are not any longer considered beneath the contempt of music lovers, and that *Bohème*, *Butterfly* and *Tosca* are having a revival with the high-brows. So perhaps we have not such bad taste as we imagined. But to return to this *Don Juan*, it is the best staged production we have seen for a long time at Covent Garden. The costumes are very beautiful.

First nights of new musical works are always interesting, because people are so divided in their opinions—much more so than about plays. Way back in 1910 or thereabouts, when the Russian ballet first gave *Le Sacre du Printemps* in Paris, people beat each other over the head with umbrellas, and if its première in London was less dramatic it aroused equally strong feelings. And Wagner, who now sells the house out, had the roughest time of the lot in his day.



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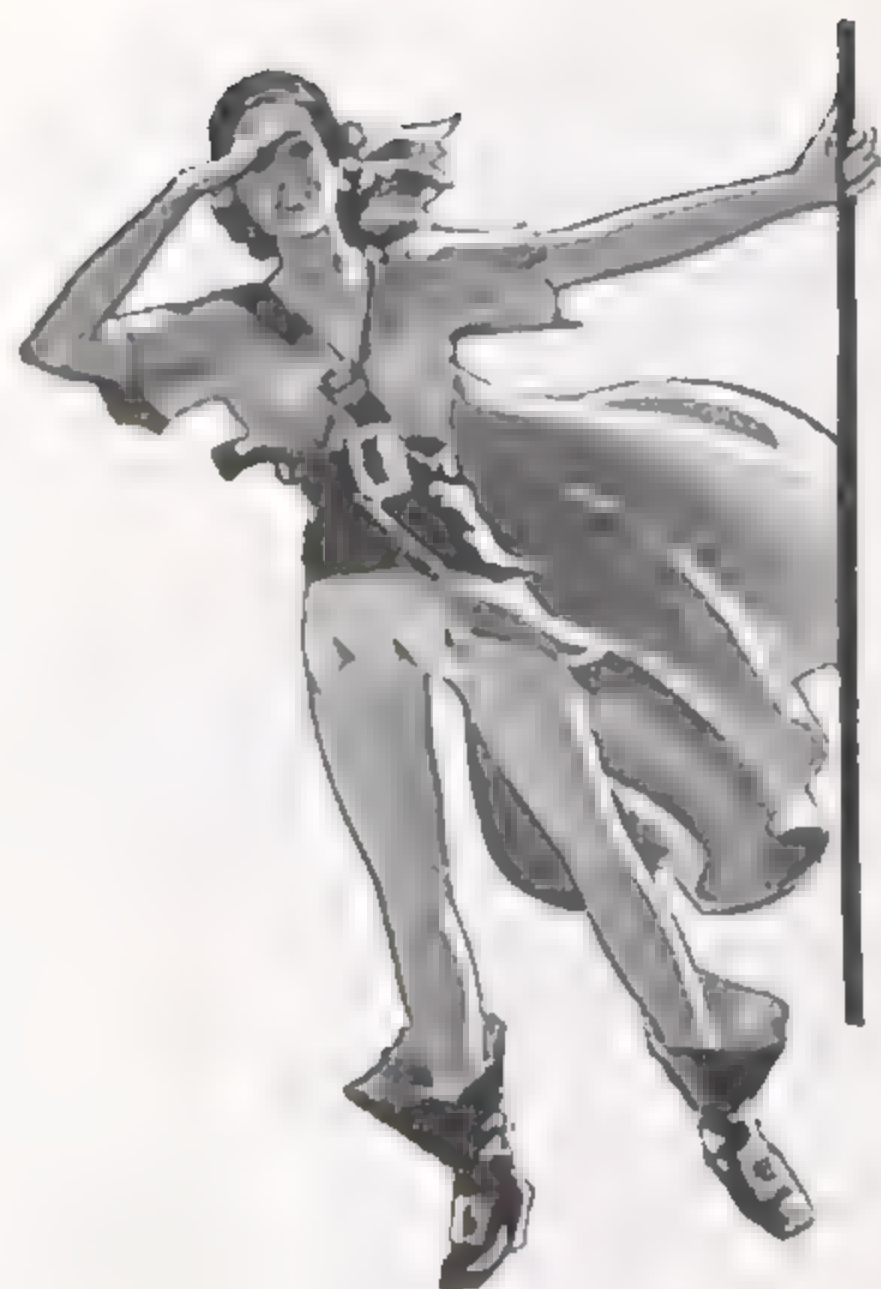
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A JOLLY ROVER is *Miss Pirate*

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For fall, *Miss Pirate* commands a new company of smart leathers, colors and patterns. Each member of the jolly crew is fashioned to the happy thought of "the All-Purpose Shoe." Priced \$8.95 and up.



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SPECIAL COURSES



Left: To clap on your head around campus, take along this green knitted pillbox, anchored with a strap in back. About \$3. Altman. The dress is of brown jersey, knitted at the waist and sleeves, to supplement sweaters and skirts for classes. About \$25. Altman. Good-looking leather and gold bracelet. About \$3. Bonwit Teller. Square, tailored compact of pigskin. About \$4. Lord and Taylor. Right: Reversible jacket of white Wamsutta Parka Cloth and green wool gabardine, smart over ski-pants or skirt. About \$25. Altman. Lanz of Salzburg designed the white knitted Wear-Right gloves, for grasping ski-poles or snowballs. About \$3.50. Franklin Simon



At co-ed universities, you need a bag all the time; at girls' colleges, only on special occasions. Either way, take this blue calf "Aristocrat" bag, left, Talon-fastened. About \$5. Lord and Taylor. The squat, tailored bag next to it is of red calf, capacious enough to hold almost all your on- or off-campus equipment. About \$8. Directly below it, a belt to match, with a flat buckle. About \$2. In the centre, a brown suede belt with a double buckle. About \$2. And at the left, a belt that's really two belts linked together—one red, one green—of tubular Kaf-cord, to cinch on over your sweaters. About \$2. Bag and four belts from Saks-Fifth Avenue, New York

JO-JOTTE—GAMING FOR TWO

BACK in the Pliocene days, the problem of spare time never worried any one. Whenever those leopard-clad ancestors of ours got bored, they either set to work drawing reindeer on the walls of a cave or went out and hit woolly mammoths with knobby clubs. But the march of civilization, relentless as a glacier, brought in leisure, and to-day a good two-handed game is among the Things This Country Needs. Chess and backgammon are fine, to be sure, but pieces get lost, and usually about the time two people decide to play, it develops that there's not a board to be found.

Ely Culbertson's new game, Jo-Jotte, ends all that—it's a chink-filler, dedicated to such occasions as train rides, dinner-parties not divisible by four, and married couples' quiet evenings at home. Devised primarily for two people, three or four can take a hand. And you don't have to carry around a hamper of equipment to play it.

Jo-Jotte has a somewhat mongrel ancestry; while its most obvious features will call up bridge, pinochle, and piquet to the initiated, it also has lurking elements of a foreign game known variously as *Smoosaass* (Dutch), *Calabriasz* (Hungarian) and *La Belotte* (French). It seems that back in the dawn of American history, certain worthy Dutch burghers brought over what now appears to be Jo-Jotte's remotest ancestor. The Americans took it over; stepped it up a bit. Somehow it worked its way back to Europe, where it has been milling around for the last few centuries. Mr. Culbertson took the latest manifestation, synopated it for contemporary consumption, and is now presenting it to the public as Jo-Jotte.

If you're up on your card-games, Jo-Jotte should come as easy to you as breathing. (In fact, Mr. Culbertson maintains that the fundamental principles can be assimilated in twenty minutes.) Jo-Jotte, on the other hand, is one of those games which can be as hard as you want to make it. If you must be scientific, you can work out the hands by diagrams in the best card-expert style. Or you can simply keep Jo-Jotte as a pet.

Jo-Jotte involves thirty-two cards—the four regular suits from the Ace through King, Queen, et cetera, down to the seven. For practice, you can do a little subtraction from any old packs you happen to have around, but, after your game gets to the stage where it can appear in public, you'll want regular Jo-Jotte packs.

PRELIMINARY SKIRMISHES

Once you have cornered a worthy opponent, you cut for deal as usual, but low card deals. The dealer opens hostilities by dealing out six cards each (by ones, twos, or threes) to himself and you. The thirteenth card is turned face up, and becomes the tentative trump. You get the first chance to bid, and may either accept the tentative trump or pass. If you pass, the dealer may take up the trump bid or pass, too. If he doesn't nibble, you may name any other trump suit, no-trump, or, if it's your bad day, pass. (If your hand doesn't look like much

of a bargain, carry on—the next round may turn it into something more consoling.) The dealer has the same choice. Once a trump suit is named, it can't be overcalled by another trump suit, but it may be overcalled by no-trump. Any one gnawed by skepticism may double or redouble.

These preliminaries over, the dealer deals three more cards apiece and flips the bottom card of the deck face up. Whoever did *not* get the final bid gets a triple choice—he can announce his intention to play a Nullo contract (not to take a single trick—at no-trump), declare his honour-meld by the number of points against dealer's contract, or pass ignobly. At that point, the declarer must bid a slam or pass, in either case declaring his honour-meld (if any). He says "good," if the opponent's honour-meld is higher, "equal," if it's a tie, or announces by number a higher meld of his own. Honour-melds are scored immediately above the line, before any one has a chance to forget. If slam is bid, the Nullo contract is no good. When the hand is played at the turned trump, that card may be annexed in exchange for the seven of trumps.

THE BATTLE'S ON

Now you're set for play. The unsuccessful bidder leads first—any card. Thereafter the trick-winner leads. A player must follow suit, if he can. If not, he has to produce a trump if he has one. (A trump lead must be won, if possible.) In the trump suit, the cards rank J, 9, A, 10, K, Q, 8, 7. In any other suit, the cards rank A, 10, K, Q, J, 9, 8, 7. You have to be on your toes about remembering this, otherwise you're likely to lose some juicy tricks.

"Jo-Jotte," technically, is the King-Queen of the trump suit, and is tacked on as part of the trick score. There's a catch; though. The holder, in order to get any credit, must play the King before the Queen, remarking at the same time "Jo." If this slight formality is overlooked—no credit. "Jotte," murmured aloud, synchronizes with the playing of the Queen. And it makes no difference who rakes in the tricks in which these cards are played.

About scoring, now. First of all, any winning honour-meld is scored above the line to the holder's credit. Later each player adds his trick score and honour score, including any stray bonuses. If declarer has the higher score, he puts his trick score toward game (below the line) while the opponent scores his trick score above the line. If the opponent has the higher score, he adds declarer's trick score to his own and puts the grand total below the line. On a doubled contract, the player with the higher score receives the combined trick score at twice the regular count, below the line. A game is over when a player scores 80 points or more below the line. When one player has won two games, it's rubber. In the strange case of declarer and adversary having the same total, or when a Nullo contract is played, the combined trick score is kept apart and donated to the player who has the higher total score on the next hand. (Continued on page 160)

For
**CAMPUS
COMMENT**

The new **NAN WESTLEYS**, indispensable, classic shirt-frocks, confidently college-bound in a faultless new fabric, Nan Westley Crepe, woven of Celanese yarn... To be proudly worn to the first day of class... and forever after your standby for the casual good-grooming that meets every situation. *At your favorite store in black, brown, slate blue, wine or green \$19.95*



Detachable links and studs, cabochon jeweled or flower-cut, for significant detail.

Nan Westley
TRADE MARK
FABRIC OF Celanese YARN
REG. U. S. PAT. OFF.

GOOD MIXERS

NELSON



Left: The sort of good-looking silk handkerchief that's practically the pivot of a college wardrobe—to tie around your hair peasant-fashion, or tuck into the neck-line of your classic sweaters, or just to flaunt. It's an Echo scarf of pure silk, with an amusing French calendar print in red and blue. About \$3. Lord and Taylor. Right: Even better for the peasant effect is this kerchief of silk and wool challis, green-and-white printed. About \$1. Franklin Simon



Left: The great beauty of this Echo scarf is that it's Roman-striped, and will go with practically everything you own. Of soft wool and angora, to combat freezing football weather. Under \$3. Macy's. Centre: Echo's square of pure spun silk is bright green, printed with rust-coloured sporting dogs. About \$3. Franklin Simon. Right: A scarf of red twill silk, twenty-three inches square, with a two-inch hem, beautifully finished. Under \$1.50. Peck and Peck



Left: Solid-colour socks are the classic stand-bys for college. This one is all-white, but it's cable-stitched, like the wool stockings Tyrolians wear with Lederhosen. About \$2. Saks-Fifth Avenue. Centre: An imported woollen sock, in a red-and-green plaid that offsets the most decrepit sneakers. About \$2. Saks-Fifth Avenue. Right: The trick about this white "Helen Wills" sock is that the blue top is woven with "Lastex." Under \$2. Lord and Taylor



Classic college costume for labs, lectures, hikes, big games. You'll like the exciting nubbed fabric called Pebble Floss, and the new raglan sleeve with open cuff. The skirt is molded to the hips and has a flattering front flare in the latest Parisian manner. And the vivid vestee with ribbed turtle neck is snug as a sweater without being so bulky. In unexpected contrasts—like rust with yellow, soft red with blue, a new green with brown . . . at an unexpected price—modest enough for your college allowance. The Miriam Gross Company, Milwaukee, Wisconsin.

MIRIAM GROSS
KNITTED SOCKS

MORE PARIS PARTIES

THE Paris Season is more than living up to promise. The "Bal des Fleurs" at the Italian Pavillon was so crowded that most people never succeeded in pushing through the tables to the dance floor. It took place in the beautiful court of the Pavillon, but again the weather played foul and you had to keep your fur wraps on for dinner. People were supposed to wear flowers somewhere, and a few women produced original ideas, although most of them simply piled the flowers in their hair.

Madame Ralli had one of the cleverest floral arrangements—a silly and charming crown of white violets made by Suzy. Schiaparelli had tiny red rambler roses wound up one arm. Madame Larivière wore a special costume made by Ira Belline—a redingote of black net with paper flowers rambling over it as if it were a trellis.

Chanel built a small pyramid of pink roses on one side of her head, which anchored a tiny pailletted veil. Madame Lopez had what looked like a miniature Japanese bridge of tiny yellow roses spanning the top of her head.

Madame Sert made an eye-turning entrance in a severe Chanel white dress with short black gloves and black sequin flowers in her hair, holding a tiny black sequin veil. Her heel-less satin moccasins were red to match her fabulous fifteen-strand necklace of cabochon rubies. This combination of black head-dress with a simple white dress is excellent.

VEILS STILL VEIL PARIS

You still continue to see veil head-dresses of black lace or tulle, but in new and important versions. At the Baron Maurice de Rothschild's ball, last week, Madame Max-Laubef wore a mantilla-like head-dress of black lace—the veil falling in a deep V to the waist in back. Agnès has a new high turban of black lace, with an enormous lace veil that you wrap around your shoulders like a cape.

IMPORTED "ROCKETTES"

New York's "Rockettes" have caused a sensation in Paris, being brought over to give one dramatic performance at the Grand Palais. Since the invitations were sent out by the Politicos, tickets were at a premium. Elsa Maxwell, though her dinner-party preceding the show was for sixteen, could get only four invitations. Mrs. Jacques Balsan, however, managed to give a private presentation of the famous Rockettes at her house on Sunday night.

NIGHT-RACING AT LONGCHAMP

The night-racing at Longchamp was the only evening fête this season that the weather catered to. The night was soft and warm, even a small fur piece was too much for your shoulders. The fête was a huge success, the racing really good for a change, and both the stands and the "pelouse" were black with people. From the top of a stand, the scene was a carnival—the inside of the track sprinkled with gaudy shooting galleries, merry-go-rounds, boxing-rings, and trapeze swings.

This year, a stand was put up where you could dine and watch everything without moving from your table. The arrangement was more comfortable but much less fun than rushing around betting, looking at the crowd, and getting your sandals full of pebbles. The fireworks were magnificent. As a matter of fact, the comparison between this year's excitement and last year's flatness is as good a barometer of the general change in Paris as anything.

The warm weather prevented the appearance of any new fur fashions on the scene, with the exception of one lovely ermine cape slit up the back and knotted at the back of the neck. There were many more full evening-dresses than dinner-suits, although the few women dressed in Schiaparelli's suits and big Merry Widow hats looked smartest. (Continued on page 160)



These are the Stores Featuring the

KALMOUR GOWN

on PAGE 53

ABILENE, TEXAS	Campbell's
ADA, OKLA.	Fields
AKRON, OHIO	A. Polsky
ALBANY, N. Y.	Flah & Co.
ALLENSTOWN, PA.	Hess Bros.
ALTON, ILL.	Young Dry Goods Co.
ANDERSON, IND.	Gates
ANN ARBOR, MICH.	Jacobson's
APPLETON, WIS.	Four Seasons
ASHLAND, KY.	Parson-Paulkner
ATLANTA, GA.	Leon Frohlin
BALTIMORE, MD.	Mrs. Ed. Fenton
BALTIMORE, MD.	May Co.
BARRINGTON, ILL.	Lily Heffernan
BARTLESVILLE, OKLA.	Montaldos
BATON ROUGE, LA.	Dalton Co.
BATTLE CREEK, MICH.	Seaman's
BAY CITY, MICH.	H. G. Wendland
BELOIT, WIS.	McNeany Dry Goods
BIRMINGHAM, ALA.	J. Black
BLOOMINGTON, ILL.	Paul Anderson
BOISE, IDAHO	C. C. Anderson
BOSTON, MASS.	Fredley's
BRADDOCK, PA.	Sachs Bros.
BROOKLINE, MASS.	Town & Country
BUTLER, PA.	I. M. Jaffee
CAMBRIDGE, OHIO	Style Center
CANTON, OHIO	Stern & Mann
CARLISLE, PA.	Kathleen Hitchins
CEDAR RAPIDS, IOWA	Frankel's
CHAMBERSBURG, PA.	Fashionland
CHAMPAIGN, ILL.	W. Lewis
CHARLESTON, W. VA.	Betty Shop
CHARLOTTE, N. C.	Montaldos
CHARLOTTEVILLE, VA.	Helen G. Eastham
CHATTANOOGA, TENN.	Miller Bros.
CHICAGO, ILL.	Leschin's
CINCINNATI, OHIO	Gidding Co.
CLARKSBURG, W. VA.	Broida's
CLEVELAND, OHIO	Halle Bros.
CLEVELAND HTS., OHIO	Jeannette Herzbrun
COLORADO SPRINGS, COLO.	Ruth Martin
COLUMBIA, S. C.	Cabaniss Co.
COLUMBUS, GA.	Klrafly
COLUMBUS, OHIO	Montaldos
DANVILLE, ILL.	Gertrude Deutsch
DANVILLE, VA.	L. Herman
DAYTON, OHIO	Schraft's
DAYTON, OHIO	Elder Johnston
DECATUR, ILL.	Block & Kuhl
DENVER, COLO.	Gano-Downs
DES MOINES, IOWA	Wolf-Dessauer
DETROIT, MICH.	Sax-Kay
DOVER, OHIO	Feinberg's
DULUTH, MINN.	M. C. Albenberg
DURHAM, N. C.	Fashion
EASTON, PA.	Wm. Laubach
EAST ORANGE, N. J.	R. H. Muir
ELKHART, IND.	Ferman's
ELMIRA, N. Y.	Nina H. Treat
EL PASO, TEXAS	Felix Brunschweig
ELYRIA, OHIO	Style Center
ERIE, PA.	Erie Dry Goods
EVANSTON, ILL.	Edgar A. Stevens
EVANSVILLE, ILL.	DeJong's
FAIRMONT, W. VA.	Joan's
FARGO, N. D.	Rose Shop
FAYETTEVILLE, N. C.	Capitol Dent. Store
FINDLAY, OHIO	Simmonds
FLINT, MICH.	Ruth Davy
FREEDPORT, ILL.	F. A. Read
FRESNO, CALIF.	Bruckner's
FRONT ROYAL, VA.	W. C. Weaver
FT. WAYNE, IND.	Wolf & Dessauer
GARY, IND.	Hudson's
GERMANTOWN, PA.	Elva R. Smith
GRAND HAVEN, MICH.	Abigail
GRAND RAPIDS, MICH.	Paul Steketee
GREAT FALLS, MONT.	Strain Bros.
GREEN BAY, WIS.	J. H. Golden
GREENSBORO, N. C.	Montaldos
GREENSBURG, PA.	Pross Co.
GREENVILLE, MISS.	Dave Weinberg
GREENVILLE, S. C.	Cabaniss-Gardner Co.
HAMILTON, BERMDA	Gorham's
HAMILTON, OHIO	Robinson & Schwen
HAMMOND, IND.	Rothschild & Hirsch
HARRISBURG, PA.	Mary Sachs
HAVERTFORD, PA.	Mrs. Waterman
HONOLULU, T. H.	Melnery

HOUSTON, TEXAS	Jacob Sakowitz
HUNTINGTON, W. VA.	Style Shop
INDEPENDENCE, KANSAS	Montaldo's
ITHACA, N. Y.	Vogue
JACKSON, MICH.	S. L. Seaman
JACKSON, TENN.	Louis Nathan
JEFFERSON CITY, MO.	The Purple Shop
JOHNSTOWN, PA.	Kline's
KALAMAZOO, MICH.	Gown Shop
KENOSHA, WIS.	Betty Shop
KNOXVILLE, TENN.	Kayser-Strassburger
KOKOMO, IND.	La Mode
LA CROSSE, WIS.	Wm. Doerflinger
LAFAYETTE, IND.	Loeb & Hene
LAKE CHARLES, LA.	No-Vel Shops
LAKE FOREST, ILL.	Lily Heffernan
LANCASTER, PA.	Mary Sachs
LAREDO, TEXAS	Ann Scrivener
LEXINGTON, KY.	Denton's
LIMA, OHIO	Feldman
LIMA, OHIO	Flummers
LINCOLN, NEB.	Hoyland-Swanson
LITTLE ROCK, ARK.	M. M. Cohen
LORAIN, OHIO	Style Center
LOUISVILLE, KY.	Stewart Dry Goods Co.
MADISON, WIS.	Cinderella Shop
MANILA, P. I.	Mme. Ada's
MARIETTA, OHIO	Garment Shop
MARIETTA, OHIO	Style Shop
MCKEESPORT, PA.	Katzman
MEADVILLE, PA.	R. H. Garrick
MERIDIAN, MISS.	Liberty Shop
MEXICO CITY, MEXICO	Sanborn Inos.
MILWAUKEE, WIS.	Bitker-Gerner
MINNEAPOLIS, MINN.	Harold's
MONROE, LA.	The Palace
MONTGOMERY, ALA.	Al Leys
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NEW HAVEN, CONN.	Loret
NEW KENSINGTON, PA.	Silverman's
NEW ORLEANS, LA.	Gus Mayer
NEW ROCHELLE, N. Y.	Karanne
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QUINCY, ILL.	Roderick P. Miller
RACINE, WIS.	Feiges Women's Shop
RALEIGH, N. C.	Ellisberg's
READING, PA.	Mary Sachs
RED BANK, N. J.	Lysbeth Geran
RICHMOND, VA.	Meyer Greentree
ROANOKE, VA.	Samuel Spigel
ROCHESTER, MINN.	Julius Estess
ROCKFORD, ILL.	Owen's
SAGINAW, MICH.	Gown Shop
SALAMANCA, N. Y.	E. F. Norton
SALISBURY, N. C.	Dave Oestreicher
SALT LAKE CITY, UTAH	Herbert I. Michael
SAN ANGELO, TEXAS	Baker-Hemphill
SAN ANTONIO, TEXAS	Wolf-Marx
SANDESKY, OHIO	Stelia Shop
SCHENECTADY, N. Y.	H. S. Barney
SHARON, PA.	R. H. Garrick
SHEYBOGAN, WYO.	Hill Bros.
SIOUX CITY, IA.	T. S. Martin
SOUTH BEND, IND.	Ellsworth Store
SPARTANBURG, S. C.	Aug. W. Smith
SPOKANE, WASH.	Alexander's
SPRINGFIELD, ILL.	John Bressmer
SPRINGFIELD, MASS.	Josephine Smith
SPRINGFIELD, MO.	Barclay's
SPRINGFIELD, OHIO	Sanders Fashion
STEUBENVILLE, OHIO	Cooper-Klein
ST. LOUIS, MO.	Klein's
ST. PAUL, MINN.	Frank Murphy
SWAMPSCOTT, MASS.	Mme. Luffy
SYRACUSE, N. Y.	Sadye-Ann
TAMPA, FLA.	Maas Bros.
TERRE HAUTE, IND.	Jame-Wolf
TOLEDO, OHIO	Gillespie Shop
TOPEKA, KANSAS	Crosby Bros.
TRENTON, N. J.	Lillian Charm
UTICA, N. Y.	Town & Country
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WASHINGTON, D. C.	H. Zirklin
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WICHITA FALLS, TEXAS	Parlsian
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WINNETKA, ILL.	Frances Heffernan
WINSTON-SALEM, N. C.	Montaldos
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JO-JOTTE—GAMING FOR TWO

(Continued from page 157)

TRICK SCORE COUNT
(On doubled contracts, these are doubled; on redoubled contracts, quadrupled.)

Jack of trumps	20
Nine of trumps	15
Any Ace	10
Any Ten	10
Any King	5
Any Queen	5
Winning last trick (except at Nullos)	10
Jo-Jotte	20

RUBBER BONUS (to first player who wins two games of 80 points each) 300
SLAM BONUS (for winning every trick)
If bid 500
If not bid 100
(If a player bids a Slam and loses a trick, he has lost the hand even though his actual total score is greater than his adversary's.)

HONOUR-MELDS
(Only the player with the higher-ranking meld may score it. He may score more than one combination.)
FOUR OF A KIND 100
Rank at trump contracts: J, 9, A, 10, K, Q

Rank at Notrump, A, 10, K, Q, J
SEQUENCES (Rank A, K, Q, J, 10, 9, 8, 7)
Run of five or more 50
Run of four 40
Run of three 20
(If two sequences are of equal length and headed by equivalent high cards, the trump sequence, if any, wins.)
NULLOS (A bid not to win a trick)
Bonus if successful 200
Penalty if unsuccessful
For first trick won 200
For any other trick won 100

Once your family masters the finer points of Jo-Jotte, it will become every one's spare-time diversion. Children home from college will play at it. Grandparents will work at it. And whether it's played in shorts or old lace, for the fun of it or at a tenth-of-a-cent a point, you'll find that it whittles seconds, minutes, and even hours off the clock.

MORE PARIS PARTIES

(Continued from page 159) Schiaparelli herself wore a pale blue tussur jacket-dress embroidered in silver, and her big rolled brim hat had a metal feather on one side. Madame Esnault-Pelterie wore the black crêpe ensemble with white leather arabesques on the jacket. Several women came in the Schiaparelli black dinner costume with the jet embroidered chiffon yoke on the jacket. The Merry Widow hats couldn't look better. Black sequins glittered here and there on the stands. Madame Champin wore Patou's black sequin costume with Reboux's sequin hat.

Though we mentioned it before, we must harp again on the lace head-dresses. The smart ones are worn far back on the head and hang to the waist in back. The more simple they are, the better. One of the prettiest women there had on a Chanel dress of navy-blue lace, and her blue lace veil fell over the low décolletage of the dress. The Marquise de Montesquiou-Fezensac had a charming head-dress of chenille dotted black tulle, caught in a bunch on top of her head and tumbling down her back. Princess Karam de Kapurthala wore Mainbocher's navy-blue lace dress with a long veil to match. All the veils are worn off the face, the long folds framing your face on either side.

PIERRETTE BALL

To open his new ball-room, Baron Maurice de Rothschild gave a Pierrette Ball. The ball-room, an ancient theatre where the Baron Henri de Rothschild formerly presented his plays, is so enormous it gives the impression of the mirrored room at Versailles. Magnificent eighteenth-century tapestries decorate the walls, great stone statues of the same epoch stand in the corners, and huge chandeliers hang from the high, high ceilings. Against this beautiful background, guests danced disguised in black, white, and blue costumes by Rochas, Lanvin, or Schiaparelli.

ART EXHIBITS

The art exhibits that the Exposition has brought to Paris will probably leave their mark on fashion. The new modern museum on the Quai de Tokio is now open with a marvellous and comprehensive exhibit of French art from the primitive to the modern—excluding the work of living artists. For the first time, you can see the entire panorama of French art in a light by which you can see what it is all about. The tapestries are magnificent, and you have never seen such Watteaus—some excellent ones from Germany. Already there's a whisper that there'll be a Watteau influence in clothes.

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"Strong Hewat" Woolen

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DECORATOR'S DAY-BOOK

OVER in Fifty-Fourth Street, one of those deep-bowed windows makes an entire end of Mr. Stephenson Burke's living-room. The decoration of this flat, by George Frelinghuysen, junior, brings together ancient Chinese and modern arts in perfect harmony. Even the treatment of the walls of the living-room was inspired by a low sixteenth-century Chinese table used in the room; a faint tone of dull lacquer-red that deepens as it reaches the floor has been laid over the ivory-coloured groundwork.

In this room, a great corner sofa, made up of three small sofas and a chair covered in beige brocatelle, fills one entire corner; and in the deep bay, used as a dining-alcove, modern chairs and a table in wicker and burl ash repeat the light note of the thin wood blinds and the striped wool curtains. Deep accents are the two Jean-Michel Frank armchairs in copper-coloured leather, which, with a pair of pale firwood commodes, flank the fireplace. Mirrored screens mask the French window leading to the terrace at night, and, as you enter, an ingeniously designed mirrored screen with an inset aquarium makes a reflecting corner. The carpet is beige, and a pair of superb Redon drawings makes the final note of colour.

The bedroom walls are of an indescribable colour; a misty pomegranate-red combed with old-white gives them great depth and texture. In this room, two fine early eighteenth-century commodes of old red lacquer stand side by side before a wide mirrored

panel, and their dull gilt pattern is repeated in the two old Spanish wood figures that hang at each side of the bed. The headboard of silvery harewood conceals a light that illuminates the Russian ikon hanging above, and a chair in cane-yellow leather adds soft colour to this still neutral scheme. Jean-Michel Frank contributed the unusual X-table covered with parchment, and the curtains are made of a soft beige Cellophane fabric.

Alice Marks' picture-tables are news. She has collected all the old woolwork pictures that she could find—mostly sailing ships framed in maple—and put them on bases to match the frames, which are low enough and large enough for cocktails or coffee. In this same vein are her copies of an old Sheraton plant-table, with delicate legs and a smooth top, which, when removed, shows a shallow sunken trough with a wire flower-holder.

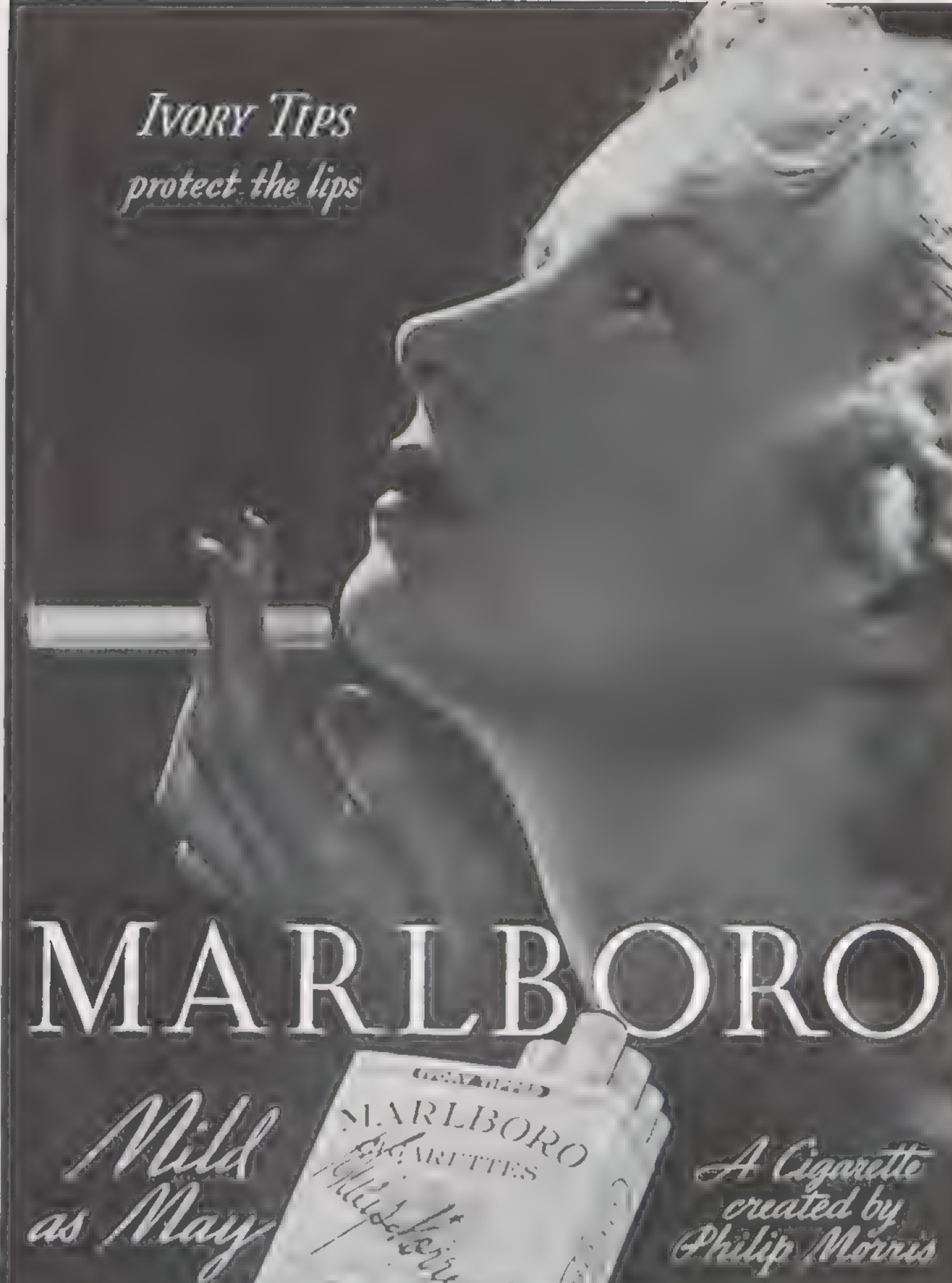
Then there is her copy of an old mahogany cruet-stand, all of finely turned wood with a centre handle, but, in place of the cruets, there are four glasses for flowers. This would make an unusual week-end present for a country hostess. An old polished walnut bowling-ball mounted as a lamp, with a beige gauze shade, is another of her ingenious adaptations. And among the antique china, there is a pair of bright green Wedgwood nautilus shells that are almost too rare to use for flowers. These, however, hang on a wall, and should be reasonably safe. The (Continued on page 162)



HOW TO BE SMART
by Gage

Gage
CAMPUS

Gage Goes to College with the Smart Co-Ed

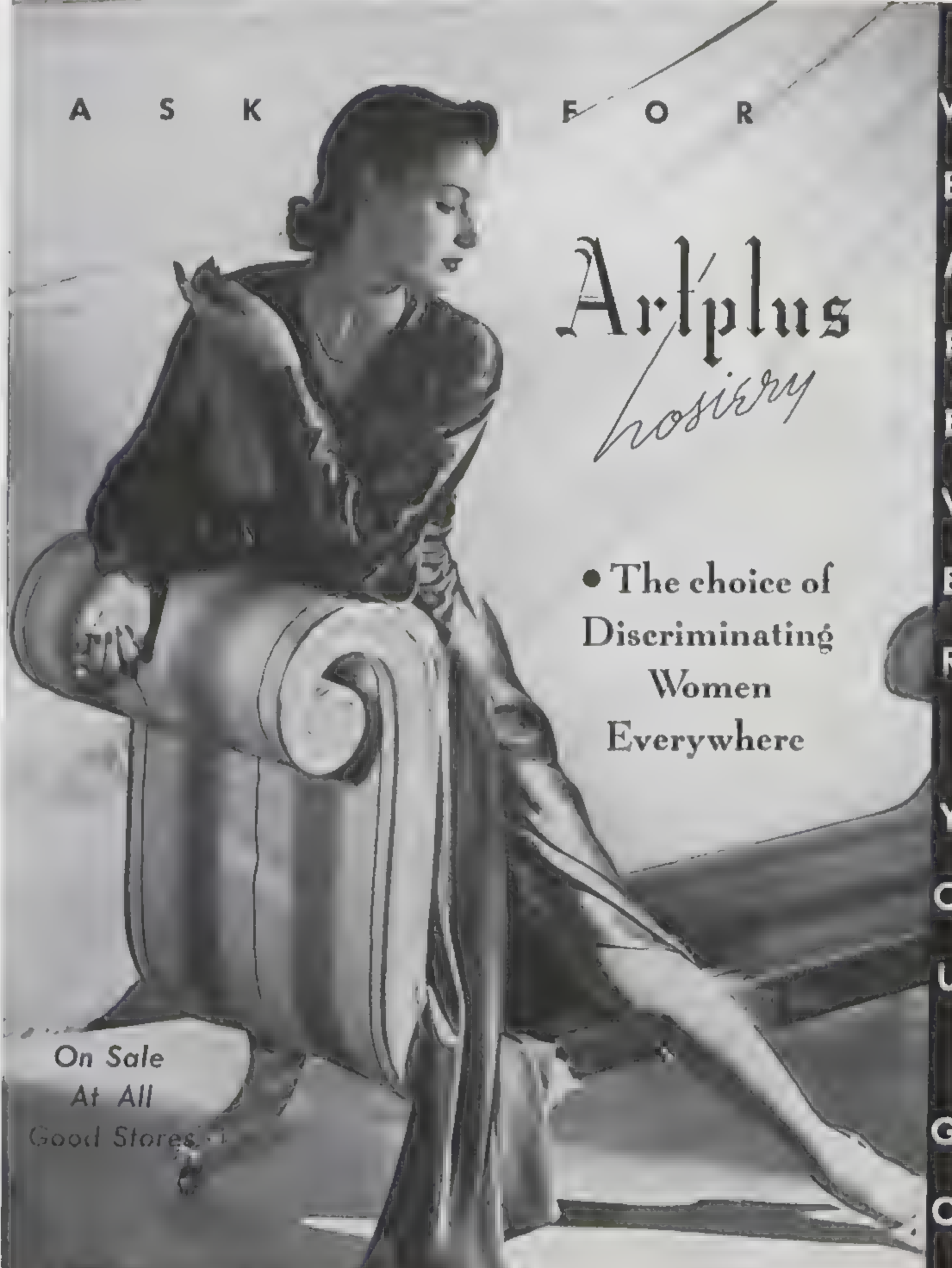


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Foster Frocks . . . Cleveland, Ohio
Sonnenfelds . . . St. Louis, Mo.
The Grand . . . Milwaukee, Wis.



Gowns

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DECORATOR'S DAY-BOOK

(Continued from page 161) Spode dessert service with beige bands, painted with mauve and black flowers, is very rare in colour. To go with sets of old Worcester cups for which you have no tea-pot, there are silver (and gold) lustre china ones, copies of old silver designs.

The whole Marks collection has been moved into a new shop conveniently just across the street.

If you are marooned happily enough in the country, there are always the country antique shops to be discovered. One of the pleasantest is a part of the White Turkey Inn near Danbury, where you can find, among the Dr. Wall Worcester and Wedgwood, a lot of the tiny amusing things that many antique dealers don't bother to collect. Such miniature treasures as a pair of little brown slip-ware inkwells in the shape of swans; some bright and bold 1870 flower prints that came out of old seed catalogues; and a number of little china birds that really are whistles. More serious is the vast pigeon-pie dish of cane-coloured Wedgwood, in the shape of a basket with assorted game modelled into the top and a rabbit for a handle.

And, again in New York, Alfred Orlik's china cruets have arrived in time for late summer tables, and if you know the difficulties of damp salt in silver dishes, this is what you have been waiting for. These are small affairs in four patterns of English china, little compact triangles containing a pepper-pot, a covered mustard-pot and

spoon, and an open salt-dish, with a spoon, too. One pattern is in cream colour with sprays of blue flowers; two others are also in cream and blue, one with the familiar willow design, and the other with blue English castles; while the fourth is a Crown Derby pattern in red, green, and gilt.

Week-end hostesses will welcome these cruets, or the hors-d'œuvres sets in the same patterns—six dishes, four of them square and two oblong, all mounted in shallow wood trays, though the bottom of the trays are not wood at all, but wood-grained behind glass, so that they can be used for cocktails. Or the pairs of miniature decanters (for nightcaps in guest-rooms, perhaps) exactly like the large ones, with ring necks and flat stoppers. And this shop has the beautiful champagne "flutes," tall trumpet-shaped glasses with stems cut in beehive pattern.

ITEMS ABOUT TOWN: Glasses again, this time Gerard's heavy blue-green ones, also trumpet-shaped, with crystal stems. These are informal enough for the country and handsome enough for town. They may be had in various sizes and are very effective on Gerard's blue or yellow linen cloths.

Benson and Glick's old Wedgwood cane [this seems to be a trend] dessert service has a great number of plates, eighteen, in fact, and an oval covered compotier that makes a centre-piece. All these pieces are modelled in leaf forms and have the velvet-like surface that only old china achieves.

EVERETT GRAY LINSLEY

There's a FORTUNE
for your figure in



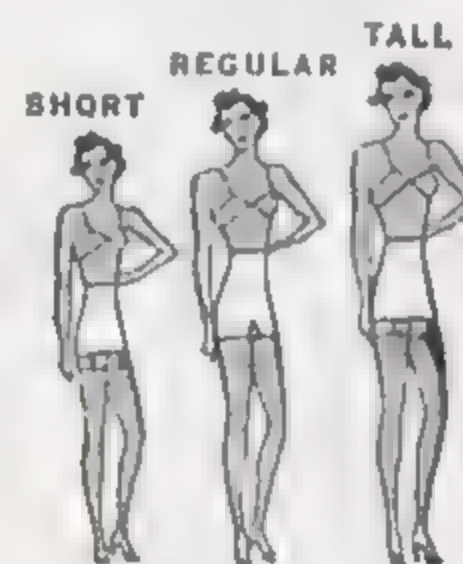
GIRDLES and PANTIES

Figure stocks go zooming when you "hew to the line of beauty" with "Fortuna" Ritesize. They've a way of smoothing excess curves—flattening tummies, diminishing derrieres, moulding hiplines! And they do it so lithely, so blithely, so comfortably, that even lassies who turn handsprings won't find them inhibiting. Two-way stretch Lastex, tested for laundering, and priced for economy.

Sizes—Small, Medium and Large, in 3 lengths—Short, Regular and Long.

Model illustrated \$2.00

Other Styles from \$1.00 to \$5.00. Ask for "Fortuna" at your favorite store.



WOLFE & LANG, Inc. • NEW YORK CITY

SOCIETY

BIRTHS

NEW YORK

Armstrong—On June 6, to Mr. and Mrs. Noel Armstrong (Constance Malley), of Greenwich, Connecticut, a son, Hamilton Reed Armstrong.

Bleecker—On June 17, to Mr. and Mrs. B. DeWitt Bleecker (Ruth E. Hall), a daughter, Mary DeWitt Bleecker.

Bound—On June 25, to Mr. and Mrs. Charles F. Bound (Alva de Acosta Root), a daughter.

Chanler—On June 21, to Mr. and Mrs. William C. Chanler (F. Randall Williams), a daughter, Elizabeth Winthrop Chanler.

Dater—On June 2, to Mr. and Mrs. Philip Dater (Edith P. Pitt), of Bloomfield, Connecticut, a daughter.

Goebel—On June 22 to Dr. Walther F. Goebel and Mrs. Goebel (Cornelia Van Rensselaer Robb), a daughter, Anne Kathryn Goebel.

Greeff—On May 27, to Mr. and Mrs. Theodore Greeff (Martha Lee Sims), a daughter, Diana Greeff.

Holbrook—On June 23, to Mr. and Mrs. John Holbrook (Alice Doubleday), of New York and Ridgefield, Connecticut, a son.

Horr—On June 27, to Mr. and Mrs. Robert J. Horr (Madeleine Day Mulford), a daughter.

Lonsdale—On May 29, in New York, to Mr. and Mrs. Whittaker Lonsdale (Virginia B. Taylor), of New York and Havana, Cuba, a son, Whittaker Lonsdale, junior.

Porter—On June 1, to Mr. and Mrs. Frank B. Porter (Virginia L. Dickinson), a son, Frank B. Porter, fourth.

Sallee—On June 15, to Mr. and Mrs. George J. Sallee (Suzanne Dandridge Rumbough), of New York and "Fernwood," Cold Spring Harbor, Long Island, a daughter, Anne Dandridge Sallee.

Smith—On June 10, to Mr. and Mrs. Crosby Tuttle Smith (Vernon M. R. Stems), a son, Dudley Renwick Smith.

White—On June 18, to Mr. and Mrs. Alexander M. White (Evelyn Lanman), of Oyster Bay, Long Island, a daughter.

Workum—On June 26, to Mr. and Mrs. Fifield Workum (Emily L. Hamill), of Mount Kisco, New York, a son.

BIRTHS

Wylie—On June 27, to Dr. Robert Hawthorne Wylie and Mrs. Wylie (Jane D. Voorhees), a daughter, Jane Crawford Wylie.

CHARLOTTE, NORTH CAROLINA

Sumner—On June 8, to Mr. and Mrs. B. H. Sumner (Lillian Carmichael), a son, Benjamin Carmichael Sumner.

CINCINNATI

Espy—On May 29, to Mr. and Mrs. G. Andrews Espy, second (Jeanne K. Ault), a son.

DENVER

Bent—On June 10, to Mr. and Mrs. Gordon Bent, a son.

Fuller—On May 25, to Mr. and Mrs. Pierpont Fuller (Frances Walker), a daughter.

Writer—On June 12, to Mr. and Mrs. Herbert Writer (Katherine West), a son.

LINCOLN, NEBRASKA

Linderman—On June 1, to Mr. and Mrs. Glade Linderman (Mary Sidles), a son, Glade Sidles Linderman.

McDonald—On May 23, to Mr. and Mrs. W. P. McDonald (Mary Katharine Throop), a daughter, Patricia Fay McDonald.

MONTGOMERY, ALABAMA

Bartlett—On June 6, to Dr. Haywood Sommerville Bartlett and Mrs. Bartlett (Elmore Bellingrath), a son, Haywood Bellingrath Bartlett.

RICHMOND, VIRGINIA

Wall—On June 3, to Mr. and Mrs. Garrett Buckner Wall (Mary Hoge Wortham), a daughter, Mary Marshall Wall.

Williams—On June 3, to Mr. and Mrs. John Skelton Williams (Florence Higginbotham), a son.

TROY, NEW YORK

Ide—On May 26, to Mr. and Mrs. Harlow C. Ide (Edna Jayne Frear), a son, Harlow C. Ide, junior.

(Continued on page 164)



Loveliness that endures, always at your finger tips with Blue Bird Creme Nail Enamel. As summer pauses at the threshold of fall, Blue Bird's new Sun Rust shade is particularly smart. Finer shops recommend Blue Bird Creme Nail Enamel with pride and confidence.

If you cannot secure Blue Bird Sun Rust shade, write for a generous trial bottle. (Send 20c coin or stamps). BLUE BIRD, Dept. 18, 544 So. Wells St., Chicago, Ill.

A LOVELY NEW MULE

... A LIVELY NEW STYLE

DANIEL GREEN's trim, elegant DUCHESS has been one of the hits of the year. Here it is in another style ... a sleek satin mule with an open toe, a clever heel strap and a silvery ornament on the instep. • You will find all kinds of Daniel Greens at the better shoe stores and departments. Look for the name on the sole. New style booklet on request. Address: Dept. V-5, DANIEL GREEN Co. Dolgeville, N. Y.



The Duchess



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FORMAL Footwear
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Schooled in Slip smartness and dedicated to your figure's personality, these PERSONALIZED "Flatterers" have a style for every occasion, a fabric for every taste and a fit for every figure.

Now, small or middling, high, wide or handsome there's one PERSONALIZED Slip style created just for you waiting to do right by your lines and your allowance.

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ROLLMAN & SONS, CO. CINCINNATI, OHIO

Any probable NEW in important stores throughout the country.

REFLECTS THE PERSONALITY

SOCIETY

ENGAGEMENTS

NEW YORK

Field-Bliss—Miss Barbara Field, daughter of Mrs. Diego Suarez, of New York and Syosset, Long Island, and of Mr. Marshall Field, of New York and Chicago, Illinois, to Mr. Anthony A. Bliss, son of Mr. and Mrs. Cornelius N. Bliss, of New York and Westbury, Long Island.

Kellogg-McClintock—Miss Beatrice Winthrop Kellogg, daughter of Mr. and Mrs. Morris Woodruff Kellogg, of New York and "Fieldston Farm," Roslyn, Long Island, and Mr. Harvey Childs McClintock, junior, son of Mr. and Mrs. Harvey Childs McClintock, of Bronxville, New York.

Thieriot-Walker—Miss Lucille Thornton Thieriot, daughter of Mr. and Mrs. Charles H. Thieriot, of New York and "Cedar Hill," Oyster Bay, Long Island, to Mr. Elisha Walker, junior, son of Mr. and Mrs. Elisha Walker, of New York and "Les Pommiers," Syosset, Long Island.

Wood-Pierson—Mrs. Alberta Brown Wood, daughter of Dr. Samuel A. Brown and Mrs. Brown, of New York, to Mr. Frederick Theodore Pierson, of Rochester, New York, son of Mrs. Frederick T. Pierson.

AKRON

Blake-Fearman—Miss Mary Chickering Blake, daughter of Mr. and Mrs. James Vinton Blake, to Mr. Sidney George Fearman, son of the late Lieutenant-Colonel G. D. Fearman, of Hamilton, Ontario, Canada.

BALTIMORE

King-Church—Miss Emily North King, daughter of Mr. and Mrs. Edwin B. King, of Warrenton, Virginia, to Mr. Melville Church, second, son of Mr. Melville D. Church, of Washington, D. C.

BEVERLY FARMS

Lawson-Munch—Miss Vera Lawson, daughter of Mrs. Henry Spring Blake, of Beverly Farms, Massachusetts, to Herr Gerhart Munch, of Dresden, Germany.

ENGAGEMENTS

CHARLESTON, WEST VIRGINIA

Mathews-Palmer—Miss Helen Clayton Mathews, daughter of Mrs. William Gordon Mathews, and Mr. Taylor Langston Palmer, son of Mrs. T. O. Palmer.

DENVER

Denious-Patterson—Miss Emma Jean Denious, daughter of Mr. Wilbur Denious, to Mr. Wilson Patterson.

KANSAS CITY

Basinger-Wright—Miss Matilda Thayer Basinger, daughter of Mr. and Mrs. Walter Garnett Basinger, to Lieutenant W. H. S. Wright, U. S. A., son of Mr. and Mrs. William H. Wright, of Mountain Lakes, New Jersey.

Faeth-Farman—Miss Betty Faeth, daughter of Mr. and Mrs. Edward O. Faeth, to Mr. Hans Leopold Farman, of New York.

McCluskey-Pickard—Miss Eva Ann McCluskey, daughter of Mr. and Mrs. William Rutland McCluskey, to Dr. Nicholas Stark Pickard, son of Dr. Matthew W. Pickard.

LOS ANGELES

Ridgway-Luppen—Miss Kate Rowley Ridgway, daughter of Mr. and Mrs. Thomas Caldwell Ridgway and Mr. Luppe Hodgson Luppen, son of Mr. and Mrs. Luppe B. Luppen, of Sacramento, California.

RICHMOND, VIRGINIA

Moore-Barns—Miss Helen Gray Moore, daughter of Mrs. Harry Talman Moore, to Mr. Thomas Duncombe Hall Barns, son of Mr. and Mrs. William Winn Barns.

Peple-Wilson—Miss Elizabeth Lowndes Peple, daughter of Dr. William Lowndes Peple and Mrs. Peple, to Mr. Richard Thweatt Wilson, son of the late Richard Thweatt Wilson and Mrs. Wilson.

SAN ANTONIO

Spencer-Tucker—Miss Josephine Vance Spencer, daughter of Mr. and Mrs. Alexander Burke Spencer, of San Antonio, Texas, to Mr. Robert Edwin Tucker, son of Mrs. Herbert Tucker, of San Diego, California.



Reach up for life, for love, for enchantment, with hands that speak for themselves of all lovely things.

Express your personality to your fingertips . . . and tip them smartly, excitingly, or romantically with one of the gay new shades of La Cross, the prestige polish that looks better and lasts longer.

ASK YOUR MANICURIST to apply this marvelous polish in the new shades, or try a regular-size bottle on our money-back guarantee. 50 cents the bottle in United States and Canada.

La Cross
NEWARK, N. J.
CREME NAIL POLISH

● La Cross Glycerated Nail Polish Remover contains no acetone and is kind to brittle nails and harsh cuticles. Use it also to thin out thick polish. 1/2-oz. size, 25c; 2-oz. economy size, 50c.



"handkerchief
VOGUES OF 1938"
by Kimball

Kimball creates a group of colorful handkerchiefs designed to set the Vogue for 1938—inspired by that magnificent motion picture in Technicolor—"Walter Wanger's Vogues of 1938"

Look for
SCOTTY,
semaphore
of style

j. h. kimball inc.
425 FOURTH AVENUE, NEW YORK

DESIGNED
FOR WALKING!



On the campus, or through the town, you will never find a smarter nor more comfortable walking shoe, than this step-in oxford of soft, llama calf in oak brown or black, or of plain calf in saddle brown. Properly designed and carefully made, Hill and Dale shoes sell from \$6.95 to \$10.00. Write for the name and address of your nearest dealer to Dixon-Bartlett Co., Baltimore, Md.



Quinley
HATS

COSMOPOLITAN CLASSICS

For your first Fall "hat thrill" Quinley suggests these two distinctive styles specially selected from their smart Fall Collection.



VASSAR



PEMBROKE

"Vassar" has a jaunty quill-pierced crown and a flattering circular brim. "Pembroke's" brim is sharply upturned and its unique luggage strap trim breathes the spirit of the outdoors. Both hats are designed to reveal and flatter the side coiffure, so smart this year. Thriftily priced in both Felt and Suede at Four Dollars and Five Dollars.

Quinley Hats are sold by these and other leading stores:

New York, N. Y., Oppenheim Collins & Co.
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Brooklyn, N. Y., Oppenheim Collins & Co.
Chicago, Ill., Mandel Bros., Inc.
Los Angeles, Cal., B'way Dept. Store
Oklahoma City, Okla., Rothschild's B. & M.
Oakland, Cal., Kahn's Dept. Store

Omaha, Neb., Herzberg's, Inc.
Pittsburgh, Pa., Rosenbaum Co.
Providence, R. I., The Shepard Stores
San Francisco, Cal., Hale Bros. Store, Inc.
Tacoma, Wash., People's Store, Inc.
Washington, D. C., S. Kann Sons Co.
Evansville, Ind., De Jong, Inc.

Dallas, Texas, W. A. Green Co.



STYLE 724

You'll be impressed with this finely tailored frock... one piece coat model... perky scarf and handkerchief... buttons and leather belt to match... styled in a COHAMA fabric, made of SNIA•fiocco*, the fibre for finer fabrics... in the smartest fall colors—maple red, sportsman's blue, autumn brown and navy... in sizes 14 to 20; 38 and 40 for less than **seven dollars** at:

Franklin Simon's . . . New York
Carson Pirie Scott & Co., Chicago, Ill.
Joseph Horne Co. . . Pittsburgh, Pa.
G. Fox & Co. . . Hartford, Conn.
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R. H. Stearns Co. . . Boston, Mass.
J. W. Robinson Co. . . Los Angeles, Cal.
Flint & Kent . . . Buffalo, N. Y.
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Flah & Co. . . Syracuse, N. Y.
Cherry & Webb Stores, New England
Raphael Weill & Co., San Francisco, Cal.

For name of store in your city where this dress may be purchased, write to

R. KOLODNEY & CO., INC.
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SNIA•fiocco is made by SNIA
VISCOSE, world's largest producer of spun rayon staple fibre.

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SOCIETY

ENGAGEMENTS

VALATIE

Noerling-O'Day—Miss Jane Alberta Noerling, daughter of Dr. Henry J. Noerling and Mrs. Noerling, of Valatie, New York, to Mr. Royal Lewis O'Day, junior, son of Mr. and Mrs. Royal Lewis O'Day, of Industry, New York.

WASHINGTON, D. C.

Stone-Perényi—Miss Eleanor Stone, daughter of Commander Ellis S. Stone and Mrs. Stone, of Washington, D. C., to Baron Zsigmond Perényi, of Budapest, Hungary.

WATERTOWN

Merriman-Carmody—Miss Sally Elizabeth Merriman, daughter of Dr. Merrit Hemmway Merriman and Mrs. Merriman, to Mr. Guerin Carmody, son of Mr. and Mrs. Terrance F. Carmody.

WEDDINGS

NEW YORK

Bingham-Hill—On June 28, in Broadalbin, New York, Mr. Hiram Bingham, former United States Senator, and Mrs. Suzanne Carroll Hill, of Baltimore, Maryland.

Coulter-Townsend—On June 29, Mr. Elmer Dean Coulter, son of the late Richard Coulter, and Miss Louise Townsend, daughter of the late Mr. and Mrs. Edward Townsend.

Cowles-Marble—On June 5, in Christ Episcopal Church, Greenwich, Connecticut, Mr. Ernest Francis Cowles, of New York and Greenwich, son of Mr. Russell A. Cowles, of New York, and Miss Nedine Marble, daughter of Colonel William E. Marble and Mrs. Marble, of Greenwich.

Dominick-Yallalee—On June 29, in Saint Luke's Episcopal Church, Montclair, New Jersey, Mr. Bayard Dominick, second, son of Mr. and Mrs. Gayer G. Dominick, of New Canaan, Connecticut, and New York, and Miss Elizabeth Pryce Yallalee, daughter of Mr. and Mrs. Charles H. P. Yallalee, of Montclair.

WEDDINGS

Fearey-Senior—On June 29, in the Church of the Heavenly Rest, Mr. Morton Fearey, son of Mr. and Mrs. Morton L. Fearey, of Garden City, Long Island, and Miss Mary Cowham Senior, daughter of Mr. and Mrs. John Lawson Senior, of New York and Belleair, Florida.

Henry-Steers—On June 29, in Christ Church, Rye, New York, Mr. John Tolar Henry, son of Mr. and Mrs. Robert E. Henry, of Brooklyn, New York, and Miss Priscilla A. Steers, daughter of Mrs. Peter Greig, of Rye, and of Mr. Henry Coster Steers, of New York.

King-Noyes—On June 11, in the First Congregational Church, Montclair, New Jersey, Mr. Alfred Faris King, junior, son of Mr. and Mrs. Alfred Faris King, of Dongan Hills, Staten Island, and Miss Nancy Noyes, daughter of Mr. and Mrs. Jansen Noyes, of Montclair.

Morrow-Loines—On June 28, in Vineyard Haven, Massachusetts, Mr. Dwight Whitney Morrow, junior, son of the late United States Senator Dwight Whitney Morrow and Mrs. Morrow, of Englewood, New Jersey, and Miss Morgot Loines, daughter of the late Russell Hillard Loines and Mrs. Loines of New York and "Seven Gates Farm," Vineyard Haven, Martha's Vineyard, Massachusetts.

Parson-Schenck—On June 12, in the Church of the Heavenly Rest, New York, Mr. Stuart Thomson Parson, son of Mr. and Mrs. Stuart H. Parson, of Bronxville, New York, and Miss Lella Marion Schenck, daughter of the late Dr. Benjamin R. Schenck and Mrs. Schenck, of New York.

Pitcairn-Clark—On June 11, Mr. Alexander Pitcairn, son of Mr. and Mrs. David Aiken Pitcairn, of Pittsburgh, Pennsylvania, and Stoney Lake, Ontario, Canada, and Miss Ann Gordon Clark, daughter of Mr. and Mrs. Roland Hammer Clark, of New York and Peconic, Long Island.

(Continued on page 166)



Idle hands, busy hands... the cleverest hands wear kidtext. Only two places on the entire globe produce skins fine enough for this exclusive glacé. College wardrobes, or any wardrobe,

will do well to include it in the new "red chestnut" shade. Your favorite store has it—also its two companion leathers, Anglosuede* and 4-star* mocha.

*Registered

IRELAND Brothers GLOVES

Grenoble • Johnstown • New York

A CLEAN FACE

is the Secret of Radiant Beauty



Daggett & Ramsdell's Golden Cleansing Cream
is the secret of a clean face

Beauty authorities agree that the most important step in the care of your complexion is *thorough cleansing*. It's a simple step, too, since Daggett & Ramsdell created Golden Cleansing Cream.

For this new cream contains colloidal gold... a substance with a remarkable power for toning and invigorating the skin. You can't see or feel this colloidal gold, any more than you can see or feel the iron in spinach. Yet its penetrating action makes Golden Cleansing Cream a more efficient cleanser... and aids in keeping the complexion clear and youthful.

Try Golden Cleansing Cream tonight. See how fresh and vitally alive it leaves your skin. At leading drug and department stores—\$1.00.

DAGGETT & RAMSDELL
Golden Cleansing Cream

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Room 1980, 2 Park Ave., New York City
Enclosed find 10c in stamps for trial size jar of Golden Cleansing Cream. (Offer good in U.S. only.)
Name.....
Address.....
City..... State.....
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Mayflower
SHIRT FROCKS



Mayflower
SHIRT FROCKS

ALWAYS FIRST

Model illustrated is available in sizes 12-20 . . . in maple red, in sports blue, in hunter's green and in partridge brown.

Zippy! This charming shirt-waist frock will be your choice for Fall...a COHAMA fabric made of SNIA • fiocco.* Scalloped neck, pockets and sleeves and adjustable zip front add distinction. Approximately \$6.50 at these stores and others:

Arnold Constable & Co., New York
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If you live in another city, write to
MAYFLOWER DRESS COMPANY
1350 Broadway New York, N. Y.
for nearest store

SNIA • fiocco, the fibre for finer fabrics is made by SNIA VISCOSA, world's largest producer of spun rayon staple fibre.



*REG. U. S. PAT. OFF.

SOCIETY

WEDDINGS

Roosevelt-Gaddis—On June 28, in Farmington, Connecticut, Mr. Kermit Roosevelt, junior, son of Mr. and Mrs. Kermit Roosevelt, of New York and "Mohannes," Oyster Bay, Long Island, and Miss Mary Lowe Gaddis, daughter of Mrs. Avery Gaddis, of Milton, Massachusetts, and Mr. Houston Lowe Gaddis, of "Piedmont Farm," Marshall, Virginia.

BROOKLINE

Bootton-de Falevitch—On June 10, in Brookline, Massachusetts, Mr. John Griffith Botton, junior, son of Lieutenant-Colonel John Griffith Botton, U. S. A., and Mrs. Botton, of Washington, D. C., and Miss Larissa de Falevitch, daughter of Mr. Vsevolod de Falevitch, of Brookline.

CHARLOTTE, NORTH CAROLINA

Simpson-Wood—On June 7, Mr. Henry Clay Simpson, of Lexington, Kentucky, son of the late Mr. and Mrs. Minor Simpson, and Miss Louisiana Gibson Wood, daughter of Mr. Word Harris Wood.

CINCINNATI

Eaton-Lamson—On June 12, Mr. George Eaton, third, son of Mr. and Mrs. George Eaton, second, of Fort Mitchell, Kentucky, and Miss Frances E. Lamson, daughter of Mr. and Mrs. Benjamin Whitney Lamson, of Madeira, Ohio.

Gray-Allen—On June 4, Mr. George Wilhelm Gray, son of Mr. and Mrs. Wallace M. Gray, and Miss Ruth Anne Allen, daughter of Mr. and Mrs. Erastus S. Allen.

ELIZABETH

Kellogg-Brown—On June 18, Mr. James Crane Kellogg, third, son of the late James Crane Kellogg and Mrs. Kellogg, and Miss Elizabeth Rankin Brown, daughter of Mr. and Mrs. James Burke Irwin.

WEDDINGS

GALVESTON

Mills-Leonard—On June 10, in Galveston, Texas, Mr. Ballinger Mills, junior, and Miss Adeline Margaret Leonard, daughter of Mr. and Mrs. Charles Henry Leonard.

GREENVILLE, DELAWARE

Roosevelt-du Pont—On June 30, in Christ Protestant Episcopal Church, Greenville, Mr. Franklin Delano Roosevelt, junior, son of President Franklin Delano Roosevelt and Mrs. Roosevelt, and Miss Ethel du Pont, daughter of Mr. and Mrs. Eugene du Pont, of Greenville.

KANSAS CITY

Walters-Radford—On June 23, Mr. William A. Walters, junior, son of Mrs. William A. Walters, of Beverly Hills, California, and Miss Eleanor Rose Radford, daughter of Mr. and Mrs. Earle K. Radford.

LOS ANGELES

Bacon-Murrieta—On June 12, in Saint Basil's Church, Mr. Robert Maurer Bacon, son of Mr. and Mrs. William R. Bacon, of San Francisco, California, and Miss Francesca Murrieta, daughter of Dr. Alfred John Murrieta, of Los Angeles, California.

Bullis-Sale—On June 19, in Saint James' Episcopal Church, Mr. Richard Spencer Bullis, son of Mr. and Mrs. C. Gardner Bullis, and Miss Lorna Katharine Sale, daughter of Mr. and Mrs. Loren D. Sale.

Gless-McCarthy—On June 26, in Saint Vincent's Church, Mr. Dennis Joseph Gless and Miss Marjorie Ellen McCarthy, daughter of Mr. and Mrs. Neil Steere McCarthy.

MONTGOMERY, ALABAMA

Elebash-Hopkins—On June 9, at Saint John's Episcopal Church, Mr. Albert Parrish Elebash, of Miami, Florida, son of the late Dr. Clarence Elebash and Mrs. Elebash, and Miss Eugenia Lockett Hopkins, daughter of Mr. and Mrs. Charles Allen Hopkins, of Montgomery.



Linweave

WEDDING
STATIONERY
OF
DISTINCTION



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OPERA STAR PUMPS

To 7.50

How neatly they dove-tail into the new, soft, feminine silhouette. In velvety suede—sparkling patent, or soft smooth leathers—they'll carry you smartly into winter. Colors suited to any fall ensemble—three special lasts insure snug fit, and Opera Stars are in three ankle-flattering heel-heights.

GREGORY & READ COMPANY
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Reliable School Advice

The surest way to choose a school for your child is to visit as many as you can. Meet the heads and the instructors. Look over equipment. And observe the spirit, the environment and the type of students as closely as you scan the curriculum. If you can't manage such a visit, consult our School Bureau. Our staff makes it a point to get around to all the best schools and study them at first hand. Write us—or better still—come for an interview. We are always interested in *your* school problems.

VOGUE'S
School Bureau
1928 Graybar Building
New York City



1. Here's Charlotte in a classic suit and calot of Tweed wool knit fabric, flecked with bright nubs. The gay vest front is suede.

2. Contrasts in Cashmere! Ellen wears this one-piece classic frock with suede pockets and gold eyelets and buttons. Four-gored skirt.

3. Polly in plaid! Her sport suit is of soft, smooth knitted hair-cloth, in colors you never tire of. Simple trimmings. Flared skirt.

4. Here's my favorite! A two-piece Bradley, knit of dressy Caronne yarn in a classic rib stitch. I can wear it anywhere — by simply changing accessories.

FASHIONED BY
BRADLEY
Delavan, Wis.

We just live in Bradley Knits
It was so easy to pick out campus frocks and suits this year! I came back with almost a complete wardrobe of Bradleys. They really have all the new ideas in knits: Classic lines...soft, rich textures...glowing Pan American colors. And Bradleys are cut right! They always keep that slim, svelt look...

Color Photograph
by Nicholas Muray



Her Voice Makes 70,000 Feet of Film a Year

MADELEINE CARROLL tells how the throat-strain
of all this acting led her to a light smoke—Luckies..

"In Hollywood, I found a much greater rush about things than in English studios. The harder work not only meant added strain on my throat, but also caused me to smoke more cigarettes. At this time, my throat learned what a difference there is in a light smoke. I've found that even though I smoke as many Luckies as I wish, my throat remains in top form."

Madeleine Carroll

Walter Wanger star in David O. Selznick's new picture "THE PRISONER OF ZENDA"

Luckies—A Light Smoke

Easy on your throat—"It's Toasted"

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Madeleine Carroll—for whom the sound cameras have spelled fame—should be an excellent judge of a cigarette's effect on the throat. Her choice of Luckies will bear even more weight if you consider this fact . . . the "Toasting" Process takes out certain throat irritants found in all tobacco. You, too, will enjoy the smoothness and the finer taste of Luckies.



Enjoy the finer taste of
Center-Leaf Tobaccos—
"The Cream of the Crop"